JANUARY 22, 1951

BROADCASTING TELECASTING

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JAN 23 1951
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$557 Million
Page 19

llogg Triples Its
Radio-TV
Page 20

rillo Levels Guns
at Networks
Page 21

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to Radio
Page 24

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20TH year
The Newsweekly of Radio and Television.

7.00 Annually
5 cents weekly

RADIO'S EVER MAGIC TOUCH

In 1950 WLS received
1,298,008 LETTERS
from Midwest listeners

1950—ONE OF THE LARGEST MAIL
YEARS IN WLS HISTORY

Again in 1950, WLS received well over a million letters from loyal listeners throughout the rich four-state Midwest area. The year's total of 1,298,008 represents one of the largest mail responses in the station's history!

WLS has always proved its audience, and the responsiveness of that audience, by letters from listeners. No extraordinary incentives are used . . . only the usual program offers. This response, one of our greatest, proves again that the WLS audience is not being led away — that it continues to listen and to act on what it hears over the 50,000 watt voice of WLS.

This listener loyalty — and acceptance — is a treasured part of our daily operation. WLS programs build listener loyalty . . . advertising results are predicated on listener loyalty.

For case histories on how this responsiveness has produced sales for WLS advertisers over the years, write WLS — or call any John Blair man today!

22 MILLION LETTERS
IN 21 YEARS

WLS

The
PRAIRIE
FARMER
STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

Look at TV SPORTS IN THE WHAS TRADITION

PHIL SUTTERFIELD'S

PARTICIPATION SPOTS AVAILABLE

Louisville's only daily TV sports show

Phil Sutterfield interviews Churchill Downs' Bill Corum

Kentuckians, with more than their share of sports winners, take their sports news seriously! "Sportraits" gives Louisville viewers what they want—a rundown of all local and national scores and sports news . . . film briefs of recent sports events . . . and interviews with a steady parade of such sports figures as Peewee Reese, Mary Hartwick, Happy Chandler, Strangler Lewis, Shorty Jamerson, Betty Rowland.

LOUISVILLE WRESTLING

with WHAS-TV Sports Director Jimmy Finnegan

Louisville's only live TV wrestling is the fast moving weekly feature that earned for Jimmy Finnegan a Billboard citation for "Network Caliber" wrestling commentary.

KENTUCKY FOOTBALL

Coach Paul Bryant called the plays

This weekly film showing of all Kentucky Wildcat football games was a spectacular sports special in the WHAS tradition. Coach Bryant analyzed each play from season beginning through Sugar Bowl triumph.

Basic CBS interconnected Affiliate

WHAS-TV

Louisville, Kentucky

Serving a market of more than 75,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

KMPC

IS THE STATION THAT COVERS ALL SOUTHERN CALIFORNIA LIKE A 38-STATION NETWORK

*

It is a fact that you could buy 38 stations in Southern California and not get the power, the coverage, or the listening audience that KMPC *alone will give you.*

KMPC *Los Angeles* • *710 KC*

In KMPC's 50,000-watt half millivolt coverage area are 5,472,411 people; 1,538,533 radio homes; 1,187,088 car radios.

50,000 WATTS DAYTIME, 10,000 WATTS NIGHTTIME.

JOHN F. PATT, President, R. O. REYNOLDS, V.P. & Gen. Mgr.

REPRESENTED BY H-R REPRESENTATIVES

AFFILIATE, LIBERTY BROADCASTING SYSTEM

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline

Closed Circuit

BLUE BOOK for TV now looms on FCC horizon. But this time, unlike handling of radio Blue Book in 1946, it appears stations will get chance to speak their piece beforehand. It's understood FCC currently planning to issue temporary extensions to TV stations coming up for renewal Feb. 1, then invite all TV stations to conference on their public service responsibilities. Plans should be announced within 10 days.

NEW SENATE leadership lineup bodes no good for those, inside government and out, who would block communications legislation. With Arizona's Earthy Ernest McFarland as majority leader and Texas' Lyndon B. Johnson as majority whip, Senate's top command embraces tough and knowledgeable brains on radio and regulatory processes. Now Edward Cooper, Senate's communications expert for more than decade, joins Sen. McFarland as chief executive assistant (see story page 26). To insiders that says all.

ON HOUSE side, radio observers are watching closely activities of freshman Rep. Frank T. Bow, Ohio Republican who ran select committee investigation of FCC in 80th Congress. So far Mr. Bow has kept his own counsel as plebe Congressmen usually do, but he's boning up on state of radio nation and is watching particularly overall color situation.

LONG-DELAYED Census Bureau estimates of radio and TV sets by four major divisions, expected in December, can't be finished until spring because bureau is swamped with government demands for quick statistics. Preliminary estimates to be based on samples

(Continued on page 90)

Upcoming

Jan. 22: Educational TV hearing resumes, FCC Rm. 6121, Washington.

Jan. 26: Federal Communications Bar Assn. annual meeting and dinner, Washington.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 29: NAB Board Finance and By-Laws Committees, Belleview-Biltmore Hotel, Belleair, Fla.

Jan. 31-Feb. 2: NAB Board meeting, Belleview-Biltmore Hotel, Belleair, Fla.

(Complete list of Upcomings on page 64)

Bulletins

FEDERAL grand jury investigation of mail-order firms started Friday in Los Angeles to determine if mails were used to defraud in connection with pre-holiday Christmas tree ornaments sold via radio and TV. Number of stations under subpoena as well as heads of mail-order firms, according to U. S. Attorney Ernest A. Tolin. Legal question of station liability for failure to screen copy more carefully is involved, in case of conviction, it was stated.

COY TO TAKE VACATION

WAYNE COY, FCC Chairman, leaves Wednesday with Mrs. Coy on motor tour of Southwest. Chairman called on President Truman Friday noon to ask if White House had any objection to trip. President gave long-delayed vacation his blessing. After visit at Tucson with his mother, Chairman will drive to California. He expects to be back in Washington between March 3-10. Comr. Paul A. Walker will serve as acting chairman of FCC.

Business Briefly

MONARCH SEGMENT ● Reid-Murdoch Division of Consolidated Grocers Corp., Chicago (Monarch foods), to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* on CBS, alternate days, effective Feb. 6, sharing with Toni Co. Agency, Weiss & Geller, Chicago.

BOLLING IS CONSULTANT IN PLACING MOHAWK SPOTS

MOHAWK CARPETS Inc., New York, preparing spring spot radio campaign buying three quarter-hours per week on radio stations in 26 non-television markets for program similar to its three-a-week NBC-TV show starring Roberta Quinlan.

Unique aspect of arrangement is that George W. Bolling Co., station representative, is acting as consultant to Mohawk and placing campaign on 15% commission basis. Both advertiser and Bolling company stressed that business was being placed through national representatives of stations and on national time rates.

Board of directors of National Assn. of Radio Station Representatives reported to have advised members to ask their client stations not to accept Mohawk business on grounds Bolling company was acting as advertising agency.

Bolling company asserted it was not acting as agency for Mohawk but rather as consultant in setting station list and organizing campaign which will involve heavy merchandising and promotion efforts.

ZENITH SOUND SCRAMBLE

ZENITH RADIO Corp., testing Phonevision in Chicago, announced it will scramble sound part of signal. Only visual signal jittered thus far, with sound receivable on any set. Zenith said to have 11 different ways of scrambling Phonevision.

Autonomous NAB-TV Voted at Chicago Meet

FORMATION of "completely autonomous NAB-TV" operating under aegis of NAB, but to act as its own "court of last resort," was unanimously voted late Friday at special meeting of TV licensees at Stevens Hotel, Chicago. Nine television broadcasters were elected to 13-man NAB-TV board created Friday (early story page 23). There were 18 nominations for nine TV broadcaster posts.

New board set April 1 as latest date for formalization of NAB-TV.

There was immediate speculation on selection of general manager for NAB-TV, selected as working title of new organization. There was spontaneous discussion of Leo J. Fitzpatrick, former NAB president, for assignment.

In whirlwind one-day session, nation's telecasters completed consideration of every item on agenda. Judge Justin Miller, president of NAB, kicked off proceedings with exposition of its scope and principles and turned gavel over to Chairman Harold Hough, WBAP-TV Fort Worth, who reminded delegates that "our No. 1 responsibility is to the American home. We must be prepared professionally to meet that responsibility."

E. K. Jett, WMAR-TV Baltimore, nominated early in proceedings, asked that his name be withdrawn because of his preoccupation not only with *Sunpapers'* TV station but also his duties at Pentagon on international allocations matters which entail three days of work week for next 10 weeks [BROADCASTING • TELECASTING, Jan. 15].

The voting took place after various segments of TV industry—independent operators, networks and those who have TV stations along with sound broadcasting — had agreed with Paul Raibourn, chairman of TBA committee appointed to study feasability of single trade association under NAB auspices, that "autonomy cannot exist unless each group under NAB is its own court of last resort."

Immediately following formalization of NAB-TV, new autonomous board elected Eugene S. Thomas, WOR-TV New York, as chairman, with Robert D. Swezey, WDSU-TV New Orleans, as vice chairman. Both are members of NAB board and, by virtue of NAB's by-laws, will resign their posts. Successors will be elected, it is indicated, following forthcoming NAB general board meeting in Florida Jan. 31-Feb. 2.

These officers, along with George B. Storer, president, Fort Industry Co., were named coordinating committee to marshal new organization. Board has set as its immediate target such matters as allocations for educational stations, ASCAP problem, banning of telecasts by collegiate football and excess profits taxes relief.

The new three-man steering committee has authority of the board to act and will meet in Miami prior to NAB board sessions.

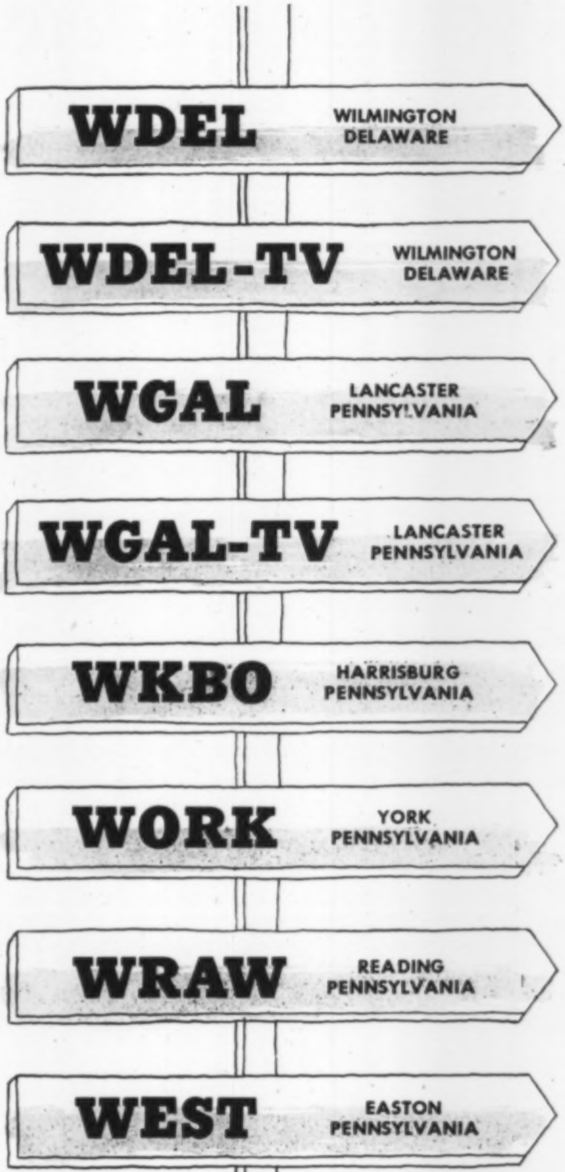
It is expected that at that time executive or coordinating committee will be selected to bridge gap between two autonomous organizations. This group probably will comprise three NAB-AM directors and equal number of TV directors, with President Miller as seventh member. New board will hold office until April 1, 1952.

Mr. Raibourn told BROADCASTING • TELECASTING that "having achieved the autonomy it desired, TBA will in near future wind up its affairs."

John A. Kennedy, WSAZ-TV Huntington, W. Va., was authorized to continue chairmanship of TBA's voluntary committee on taxation concerned with hearings on Capitol Hill relating to excess profits.

Elected to board of directors were Mr. Raibourn, of KTLA Los Angeles, and W. D. Rodgers Jr., KEYL San Antonio, representing TV-only stations, and following who are associated with both aural and video operations:

(Continued on page 90)


WDEL WILMINGTON DELAWARE
WDEL-TV WILMINGTON DELAWARE
WGAL LANCASTER PENNSYLVANIA
WGAL-TV LANCASTER PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA
WORK YORK PENNSYLVANIA
WRAW READING PENNSYLVANIA
WEST EASTON PENNSYLVANIA

this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell *your* product. Write for information and rates.

Represented by

ROBERT MEEKER Associates

NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

STEINMAN STATIONS
Clair R. McCollough
Gen. Mgr.

Advertisement

From where I sit
by Joe Marsh

Friendship — Four Thousand Miles Apart

Never quite got the hang of how to play chess myself, but I'll say this for the game—it started one of the strongest friendships I know of: between Dad Wilson in our town and a fellow in Sudbury, England.

The two of them have never met or seen each other—but for eight or nine years they've been playing chess by mail together. Dad puzzles over the Englishman's latest letter, takes a couple of days to think it over, and then airmails a chart of *his* next move.

Dad always thinks best with a mellow glass of beer beside his chessboard. And the fellow in England writes that he does the same. "Almost as if we were in the same room," says Dad contentedly.

From where I sit, you can talk of diplomacy and foreign policy, but it's often little friendly things—like a game of chess or a glass of beer—that make for tolerance and understanding . . . between people of different nations, or folks here at home.

Joe Marsh

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BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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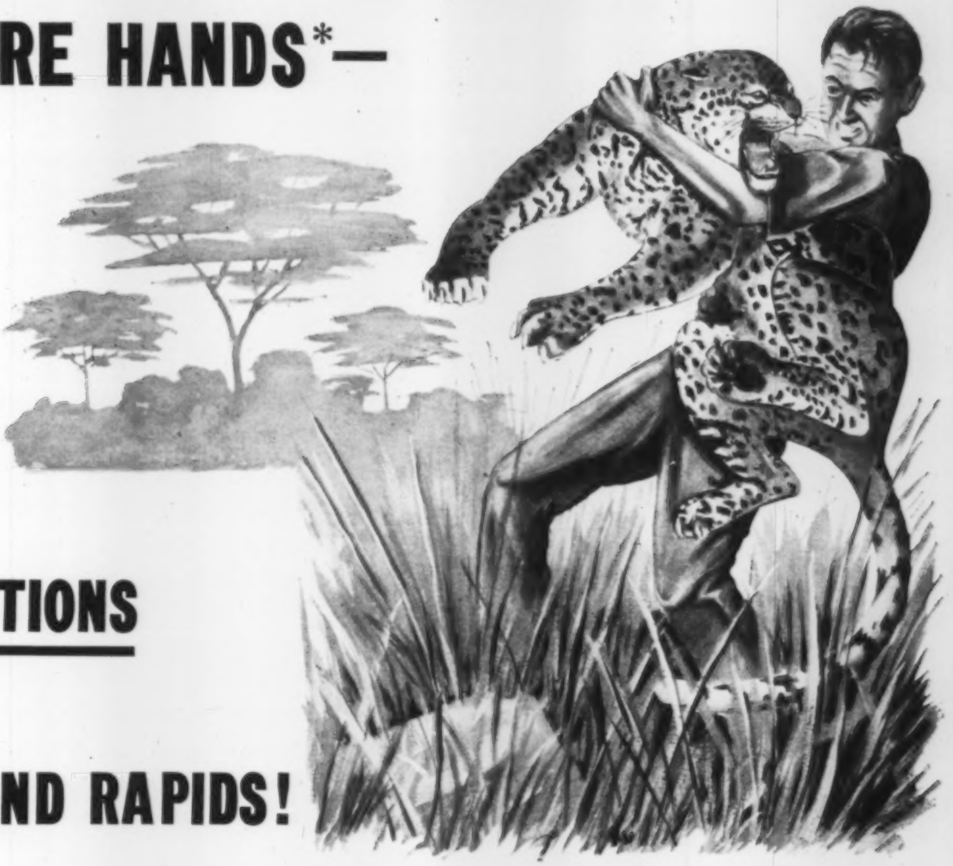
Subscription Price: $7.00 Per Year, 25c Per Copy

YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—



BUT . . .

YOU NEED THE FETZER STATIONS TO CAPTURE KALAMAZOO-GRAND RAPIDS!

WHETHER you use radio or television, there are very few areas in the U. S. where the choice of *the best stations* is so easy and obvious to make.

WKZO-WJEF, a sure-fire CBS combination, deliver about 57% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—*yet cost 20% less!* In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes! *WKZO-WJEF's unduplicated BMB Daytime audience has increased 46.7% over 1946 . . . their Night-time audience, 52.8%!*

WKZO-TV is Channel 3, the official Basic CBS Outlet for Kalamazoo-Grand Rapids. As of November 1, there were more than 90,000 TV receivers within 50 miles of WKZO-TV—and the number is growing rapidly. *WKZO-TV, a multiple-market station, reaches five Western Michigan and Northern Indiana markets representing a buying income of more than one and a half billion dollars!*

Get all the facts on the job the Fetzer stations can do for you in Western Michigan!

**On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.*

WJEF
tops IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

WKZO-TV
tops IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

"Batters' Platters"

with

CHARLEY BATTERS

In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disks and easy chatter is drawing a host of listeners . . . potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:00 to 7:30 PM!

This excellent time availability is supported by a strong promotion campaign . . . and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5000 Watts • 980 KC

feature of the week

IT'S news when a newscaster happily admits: "Sure, I've got the worst voice on the air." And it's news when a competing station manager says another station's newscaster is the most outstanding radio personality in his city.

That's Al Sigl, popular, folksy commentator on WHEC Rochester —self-styled "worst voice on the air" and the man cited by William Fay, manager of rival WHAM, as Rochester's outstanding radio personality. Mr. Sigl celebrated his 20th year in radio this month.

Al Sigl has become a habit to Rochester area listeners. His gravel-voiced newscasts at 12:15 p.m. and later in the afternoon reportedly draw a bigger Hooperating than any other afternoon local show and compare favorably, rating-wise, with many of the nighttime network shows.

When he first got into radio, it was definitely against his better judgment, Mr. Sigl says. Recently, when he received a crank note which called him a "lowbrow hillbilly" and demanded that the *Rochester Times-Union* throw him "off the air," he reacted in his usual unperturbed manner. He read the letter on his program and told his listeners: "You can give me a swell Christmas present by urging our managing editor to do exactly as that letter suggests."

Al Sigl celebrates 20th year on air.

* * *

Mr. Sigl's initial apathy toward radio stemmed from a feeling of being in a "goldfish bowl" but, he continues: "Pretty soon I grew amazed at the way people would act on requests I'd made on the air for the unfortunate. It's simply astounding how people will pitch in and take care of others who are in

(Continued on page 75)

strictly business

GIVE John North a sales job *any* sales job—and he'll chalk up a record performance.

For six years prior to World War II, the now vice president of Radio Representatives Inc. dealt in paper. He won the 1940 "Distinguished Salesman Award" of the St. Louis Chamber of Commerce for his work with Butler Paper Co. there. He won a vice presidency that year with Butler in St. Louis.

In his first two weeks as commercial manager of KANS Wichita, after the war, his rapid-fire sale of Wichita's National Semi-Pro Baseball Tourney to a local water-softening concern was followed closely by his signing of a Chevrolet dealer to sponsor H. V. Kaltenborn across-the-board.

This brand of footwork catapulted John North into the big-time of radio sales within a few months of the spring day in 1946 when he hung up his AAF uniform and joined KANS. He was called by the station's national representatives, Taylor-Howe-Snowden, to be account executive in its Chicago office. His move to vice president and Chicago manager of the newly-formed Radio Representatives Inc. followed in September 1948.

Mr. NORTH

* * *

A fast-moving individual whose clipped speech is in the military manner, John Eugene North got that way at St. John's Military Academy, Delafield, Wis. Born in St. Louis Sept. 29, 1906, son of the late Dr. Emmett P. North, famous

(Continued on page 42)

IF YOU'RE INTERESTED IN VALUE...

In Milwaukee, WISN Is the Biggest VALUE, Because WISN Gives You MORE LISTENERS For LESS MONEY Than Any Other Station.

Let Your KATZ Man Show You How Easily (And Economically) WISN Can Solve Your Milwaukee Market Problem.

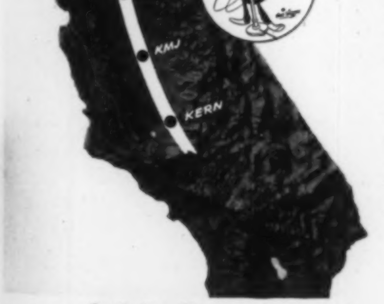
You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

It's impossible...

Herb Williams

...you can't cover California's **Bonanza Beeline** without on-the-spot radio



To sew up the Beeline, make sure you use its *own* stations — the five BEELINE stations located right *in* inland California and western Nevada. Because the Beeline is an *independent* market, well removed from *coastal* California influence. And Beeliners naturally prefer their own, on-the-spot stations to distant Los Angeles and San Francisco stations.

Use all five BEELINE stations, and you cover the whole Beeline — a market with more buying power than Detroit . . . higher total retail sales than Philadelphia.* Choose best availabilities on each station without line costs or clearance problems. Or use the BEELINE stations individually, to blanket a major Beeline trading area. For instance . . .

KFBK SACRAMENTO

Delivers solid coverage of the whole 19-county billion-dollar Sacramento market. Recent BMB shows KFBK's 1946-49 audience increase as 50.4% daytime, 49.5% at night, with a 32.5% growth in radio families. Affiliated with inland California's leading paper — The Sacramento Bee. Has lowest cost per listener in its area.

**Sales Management's 1950 Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	**KOH**	**KERN**	**KWG**	**KMJ**
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

JUST HOW BIG IS A PRIZE-WINNING FISH ?

That depends on what you're fishing for. Is it Blue-fin Tuna at 927 pounds or Wall-Eyed Pike tipping the scales at a husky 22?

Fish or sales campaign, the prize winner for you is the one that matches your own specifications. And whether your budget is modest or mammoth, whether you sell in one market or all markets, Spot radio shapes itself to give you precisely what you need.

Spot does it best, of course, on front rank stations like these. →

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

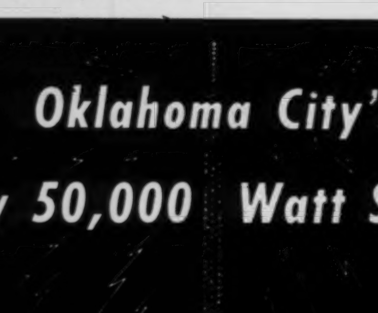
THE YANKEE NETWORK
TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

Oklahoma City's

Only 50,000 Watt Station



MORE THAN CBS!

You get more than CBS and 50 kilowatts when you buy KOMA. You get the results obtainable on a station that maintains HIGH STANDARDS OF **LOCAL OPERATION.** . . . The KOMA production department contributes the many professional touches of good radio that keeps a high gloss on our local programming. KOMA talent is of network caliber from Production Manager to announcers. . . . An aggressive promotion department keeps KOMA names household in the high-income Oklahoma market. . . . And our merchandising efforts follow through on that 50 kilowatt punch to sell them solid! . . . For airchecks, success stories and other data, call an Avery Knodel man or contact

J. J. Bernard
V-P and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel INC.

agency

JERRY STOLZOFF, vice president in charge of radio-TV Cramer-Krasselt Co., Milwaukee, resigns to join Chicago staff Foote, Cone & Belding as radio-TV production supervisor. **ROGER LeGRAND**, associate radio-TV director at Cramer-Krasselt, appointed director.

Mr. Stolzoff

H. KENNETH JONES, member of plans board Brooke, Smith, French & Dorrance, Detroit, appointed vice president. **C. ALLISON MONROE**, account executive N. Y. office of agency, appointed vice president. **ROSA-RITA M. HUMES** to creative staff.

HERBERT W. COHON, in charge of business department Joseph P. Schneider Inc., N. Y., appointed vice president. He will handle planning and administrative duties.

JAMES S. CAMPBELL and **JULIAN PACE**, BBDO, N. Y., to Kenyon & Eckhardt, N. Y., in radio and TV commercial department.

MRS. FLORENCE GOLDIN, with Grey Advertising Inc., N. Y., for past 11 years, appointed vice president.

on all accounts

MERLE MYERS, timebuyer at Russel M. Seeds Agency, Chicago, didn't need to lose the eight pounds she dropped during two hectic months of buying $300,000 worth of time for the American Medical Assn.'s recent campaign. Trim and attractive, Merle *did*, however, need a morale buildup after the AMA siege, so she bought a new fur coat.

The AMA toll was heavy on her agency assistants, too. One loyal worker struggled to work on crutches for three weeks, after spraining an ankle, because she was in the midst of lining up 1,600 stations for the two-week saturation campaign in October. The department worked 10 hours a day, seven days weekly, for about two months. Now, two months later, two assistants are still working full-time on the account.

MERLE

Merle has been timebuying in Chicago for about 10 years, the last seven at Seeds. She began there as assistant timebuyer in 1943, and was promoted to buying chief two years ago. She was in the timebuying department at the H. W. Kastor & Sons agency, J. Walter Thompson and Ruthrauff & Ryan.

Her first advertising job, at R & R, was landed through an employment agency. Starting as typist and switchboard operator, Merle was soon promoted into research, and then ventured into media and buying.

The switchboard know-how was picked up casually, when she lived in a dormitory at the U. of Illinois in Urbana, and more purposefully later at the Katzinger Co., Chicago manufacturer of kitchen utensils. "Souvenirs" of the Katzinger era still lurk in the kitchen drawers of her four-room apartment.

The apartment in suburban Park Ridge is a handy 19th hole for Merle's golfing crowd during the balmier months. Inasmuch as "you have to go through Park Ridge to get to any good course on the North or West side," Merle has a steady traffic of golfers in for breakfast each Saturday during the summer. She shoots in the low 90s.

Her parents and brother live in Chicago, where Merle was born and reared. She and her brother, Bill, were graduated from Senn High School, where he was the ace dramatic star and worked in theatrics with Screen Star Hugh Marlowe. Bill was the villain on Jack

(Continued on page 44)

beat

CARL K. TESTER, JAY KOUPAL and RAY CLINTON acquire Philip J. Meany Co., L. A., from **PHILIP J. MEANY**, president-founder, who retires. Mr. Tester, vice president and general manager, elected president. Mr. Koupal, vice president and art director, will continue in same capacity. Mr. Clinton, vice president in charge of media and production, becomes secretary-treasurer, along with other duties. Mr. Meany will continue in advisory capacity on certain account.

Mr. Tester

JAYNE SHANNON, timebuyer J. Walter Thompson, N. Y. is in Monroe County General Hospital, East Stroudsburg, Pa., as result of broken leg suffered in skiing accident Jan. 13.

ROBERT L. INGOLD, Philadelphia office of Albert Frank-Guenther Law Inc., appointed vice president.

REMUS A. HARRIS, account executive Paris & Peart Adv., N. Y., to Doherty, Clifford & Shenfield Inc., N. Y., as account executive in grocery products division.

GENE E. FROMHERZ, former timebuyer Dancer-Fitzgerald-Sample and J. Walter Thompson agencies in Chicago and well known freelance radio writer, appointed media director Aubrey, Moore & Wallace, Chicago. He succeeds the late **JOHN H. NORTH**.

VERNE LAUSTSEN appointed assistant radio and TV director to **GERALD SEAMAN**, Bert S. Gittins Agency, Milwaukee.

JOHN M. FLYNN, Huber Hogue & Sons, N. Y., to Federal Adv., N. Y., as account executive.

ZONABELLE SAMSON, timebuyer Honig-Cooper Co., S. F., appointed manager Forjoe & Co. S. F. office.

C. BURT OLIVER and **STEPHEN R. WILHELM**, co-managers Foote, Cone & Belding's Houston office, appointed vice presidents.

WARNER MICHEL, TV producer CBS-TV, to Kenyon & Eckhardt, N. Y., production staff in radio and TV department.

JACK MUNHALL, radio-TV director, Huber, Hoge & Sons, N. Y., to Benton & Bowles, N. Y., publicity department.

WILLIAM L. RECH, copy supervisor Federal Adv., N. Y., appointed vice president and director of copy.

JAMES W. BRIDGES, manager and account executive in Dayton offices Guenther, Brown & Berne Inc., appointed vice president in charge of that office.

Mr. Bridges

FREDRIC GRAESER, editor and publisher *Montclarion*, Oakland neighborhood paper, copy department Guild, Bascom & Bonfigli, S. F.

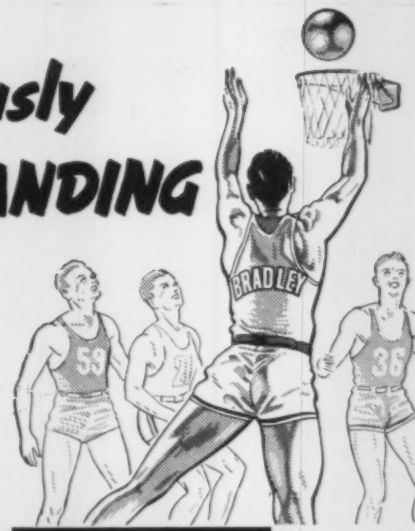
A. McKIE DONNAN, vice president and copy chief Brisacher, Wheeler & Staff, S. F., to agency's L. A. office in same capacity. **LESTER FRIEDMAN** appointed copy chief of S. F. office.

ERWIN H. KLAUS, marketing director Buchanan & Co., S. F., resigns. Future plans not announced. Mr. Klaus is Pacific Coast director of National Management Council.

FREDERICK GOLDMAN, Harry Feigenbaum Adv., Phila., to Adrian Bauer Adv., same city, as copy chief. **DORIS SCHEUER** appointed to agency's copy department in charge of radio. She was with Feigenbaum Agency. Adrian Bauer has taken additional space at 1528 Walnut St. to accommodate copy and TV staff.

RALPH SADLER, vice president and copy chief John Mather Lupton Co., N. Y., appointed director.

Obviously OUTSTANDING



WMBD Dominates the Rich Peoriarea Market

PEOPLE make a basketball team . . . and TEAMWORK makes a winner. So it is with radio . . . and particularly with WMBD. It's the PEOPLE at WMBD, working as a team, that account for its outstanding dominance in a competitive market.

National CBS shows are popular, of course . . . but it's skillful local programming with widely popular personalities that's responsible for the lion's share of the warm-hearted welcome WMBD receives in this prosperous market.

The latest Hooper radio audience index (Oct.-Nov., 1950) shows WMBD has a phenomenal share of the audience! Mornings, 52.2; afternoons, 46.5; evenings, 54.6. Obviously, WMBD has a greater share of the audience in these periods than ALL OTHER PEORIA STATIONS COMBINED!

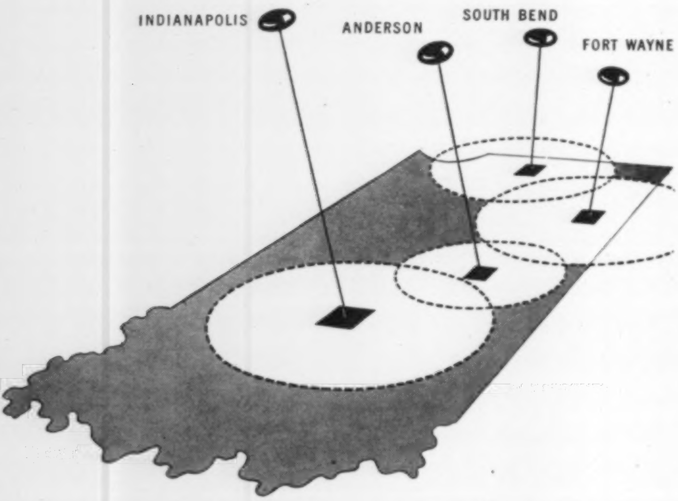
BROOKS WATSON, Peoriarea's favorite newscaster, rounded out in 1950 his 17th CONTINUOUS YEAR of news reporting for Central Illinois' largest furniture store . . . is also sponsored by Standard Oil Co. (Ind.) on another newscast.

Charles C. Caley
Vice Pres. and Gen. Mgr.
Don D. Kynaston
Director of Sales

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

Now 4 of Indiana's Key Stations *Representing four top Hoosier markets*



offer you this unparalleled program of MERCHANDISING FOLLOW-THROUGH

Local advertisers have come to know that any one of these newly-combined stations will always get solidly behind your campaign with a vigorous "extra" push.

Aggressive merchandising and promotion are a regular day-to-day part of their activities—not just a once-in-a-while "shot in the arm".

Considering their local "know-how" and enthusiastic local acceptance, it's only natural that they can do a much better job for a national advertiser, too. That's why a great many time-buyers already know them as

"the stations that never outpromise but always outperform"

WISH Indianapolis—ABC
WHOT South Bend—ABC
WANE Fort Wayne—CBS
WHBU Anderson—CBS

Owned & Operated by
Universal Broadcasting Company, Inc.

new business

HARRISON PRODUCTS Inc., S. F. (NoDoz Awakeners), appoints Sidney Garfield & Assoc., S. F. for advertising on new Shut-Eye product. Radio will be used; TV, possibly.

MILADY BRASSIERE & CORSET Co., N. Y., (Fruit of the Loom Ladyform Bras and Kling-eez Girdles), names Wextron Co., N. Y., to handle its advertising. Radio will be used.

BELL BROOK DAIRIES Inc., S. F., appoints Botsford, Constantine & Gardner, S. F., to handle advertising. Radio and TV will be used.

ERSKIN Mfg. Corp., Erskin, Minn. (snow equipment), appoints Barney Lavin Inc., Fargo N. D., to handle advertising. Radio and other media will be used. **Harold Flint** and **Richard Rosenthal** are account executives.

KAYE-HALBERT Corp., L. A. (TV sets), appoints Calkins & Holden, Carlock, McClinton & Smith Inc., L. A., to handle advertising.

McCORMICK's Ltd., London, Ont. (biscuits), sponsoring weekly half-hour transcribed *Gracie Field's Show* on a number of Canadian stations for 26 weeks. Agency: Walsh Adv. Co., Toronto.

HALE BROS., S. F. department stores, appoints McCann-Erickson Inc., S. F., to handle advertising. Radio and TV will be used. **Burton Granicher** is account executive.

SHIRRIFF'S Ltd., Toronto (food products), starts transcribed weekly variety show on 20 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

PHILIP MORRIS & Co., N. Y., adds three additional stations to 31 now carrying TV film version of *Truth or Consequences*. Effective Jan. 30, series starts on KSL-TV Salt Lake City; Feb. 1, KRLD-TV Dallas; Feb. 4, WTVJ(TV) Miami. All contracts 13 weeks. Other stations recently signed by sponsor to carry series are WMCT(TV) Memphis, WSPD-TV Toledo, WKY-TV Oklahoma City, WHBF-TV Binghamton, N. Y., KFMB-TV San Diego. Agency: Biow Co. Inc., N. Y.

MAHER SHOE STORES Ltd., Toronto (chain stores), starts transcribed *Henry King Show* on seven Ontario stations. Contract for 52 weeks. Agency: Woodhouse & Hawkins, Toronto.

Network Accounts . . .

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Dental Cream), renews segments of *Howdy Doody*, NBC-TV for 52 weeks. Agency: Ted Bates & Co., N. Y. **THE WANDER Co.**, Chicago (Ovaltine), renews segment of show for 26 weeks. Agency: Grant Adv., Chicago.

MUTUAL BENEFIT, HEALTH & ACCIDENT Assn., Omaha, Neb., in addition to its sponsorship of NBC radio program, *On the Line with Bob Considine*, Jan. 20 started TV version of program using same name, and featuring Bob Considine, NBC commentator and INS columnist, over NBC-TV, Saturday, 5:45-6 p.m. Effective Jan. 21, radio program moved to spot on Sunday, 2:30 p.m. Agency: Bozell & Jacobs Inc., Omaha.

STERLING DRUG CO. Inc., Wheeling, W. Va., renews for third year *Okay Mother*, featuring Dennis James, over eastern leg of DuMont network, Mon.-Fri., 1-1:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

DOUBLEDAY & CO. Inc., N. Y., for its Dollar Book Club yesterday (Sunday) started quarter-hour program featuring Hollywood news commentary of Radie Harris Sunday, 8:45-9 p.m. (PST), over ABC Pacific Coast radio network. Agency: Thwing & Altman Inc., N. Y.

U. S. ARMY and AIR FORCE sponsor 9:30-10 p.m. segment of *Saturday Night at the Garden*, telecasts of Madison Square Garden sport events

(Continued on page 75)

A WINNING MARKET!

Mr. Harry D. Sims, Jr., of Chandler & Rudd Company, Cleveland, wins the grand prize in the first CBS-WGAR display contest. Sponsors using WGAR reach another winning market in Northern Ohio. Population up 15.4%. Radio homes up 27.8%. And WGAR first with listeners in 29 out of 44 daytime rated quarter-hours . . . *more than all other Cleveland stations combined!*

OPERATION SNOWBOUND!

WGAR dug in as Northern Ohio dug out of the greatest snowstorm in years. What PRICE co-operation? Even Georgie Price, noted comedian in town for an engagement, pitched in with WGAR personnel answering 44,550 telephone distress calls in a three-day period. Letters poured in saying "Thanks for *your superb public service!"*

in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO

FREE
SPEECH
MIKE

MR. MERVIN B. FRANCE (left) president of Society for Savings, Cleveland, has served on committees for the American Bankers Association, National Association of Mutual Savings Banks, and Investment Bankers Association. He is trustee of University Hospital and Mount Union College. Dr. Rudolph Ringwall (right), associate conductor of the Cleveland Orchestra, presents Sunday afternoon recorded concerts for Society for Savings.

PAUL
WILCOX
JACK
DOOLEY
HAL
MORGAN

NEWS, MUSIC, SPORTS . . .

listeners like all sorts. Take your choice. Jack Dooley reports the news nightly at 11:00 P. M. Paul Wilcox scores with sports at 11:10 P. M. And Morgan's Musical Inn opens at 11:15 P. M. Reach a responsive night-time audience with these wide-awake features.

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company

SELL TO SPONSORS

with

The WAYNE KING

...an incomparable

WAYNE KING *a great name in show business*
a great name in radio
an all-time favorite of radio audiences

NOW *the sales-power and prestige of this name is* **YOURS**

"THE WAYNE KING SERENADE" is a fully scripted show, combining the music that has made Wayne King famous and the personality that has attracted millions of loyal customers for advertisers throughout the nation. The program gives THESAURUS subscribers another exclusive musical package—teeming with sponsor-appeal and constantly refreshed through additional THESAURUS releases.

RCA recorded program services

RADIO CORPORATION OF AMERICA   RCA VICTOR DIVISION
New York   Chicago   Hollywood   Atlanta   Dallas

SELL FOR SPONSORS

Serenade

starring "The Waltz King" and his Orchestra

featuring
HARRY HALL
GLORIA VAN   JACQUELINE JAMES
THE WAYNE KING CHORUS

half-hour show

another
audience-building
money-making
"NEW ERA"
Thesaurus
feature

SELL TO SPONSORS

... YOUR hard-hitting sponsor-selling brochure

... YOUR complete audience-building promotion kit

... YOUR convincing sales-clinching audition disc

SELL FOR SPONSORS

... YOUR SPONSOR gets product identification at the beginning and end of every program. Wayne King opens and closes each show and introduces featured artists.

... YOUR SPONSOR's three full-length commercials are more effective because Wayne King introduces the local announcer on each broadcast.

... YOUR SPONSOR's show and product are promoted with pre-broadcast and "on-the-air" station breaks by Wayne King and featured artists.

CLIP AND MAIL THIS COUPON TODAY!

THESAURUS SALES DEPT.
RCA Recorded Program Services
120 East 23rd Street, New York 10, N. Y.

Send complete information on THESAURUS—with its basic library of over 5000 selections and 50 selections per month—plus its new sponsor-selling feature, "THE WAYNE KING SERENADE."

NAME...TITLE..............................

STATION OR AGENCY...

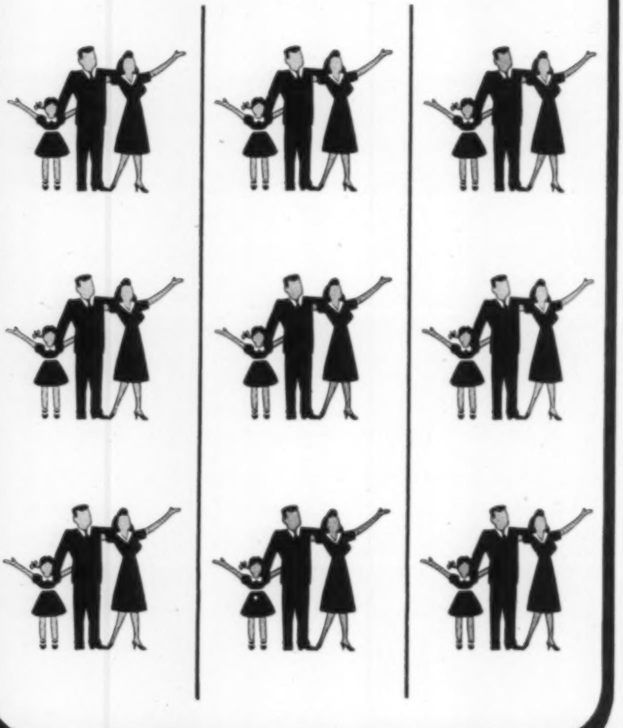
ADDRESS..

....

IT'S EASY, WHEN YOU KNOW HOW!

For every Radio Family in Shreveport

KWKH HAS NINE ACTUAL "BMB AUDIENCE" FAMILIES, OUTSIDE!



SHREVEPORT is the second city in Louisiana and KWKH is way ahead of all other competition here. On Weekday Evenings, for example, Hoopers show that *KWKH actually gets 89.7% as many listeners as all other Shreveport stations combined!*

But Shreveport alone is no true measure of KWKH. The city itself has 33,280 radio families, whereas KWKH's 1949 BMB Daytime Audience is 303,230 families (and 227,701 of these are "average daily listeners"!)

Let us or The Branham Company give you all the facts about our rich tri-state area and the job that KWKH *know-how* can do for you.

KWKH

Texas

SHREVEPORT **LOUISIANA**

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts · CBS ·

BROADCASTING
TELECASTING

Vol. 40, No. 4 WASHINGTON, D. C., JANUARY 22, 1951 $7.00 A YEAR—25c A COPY

TIME SALES UP

1950 Total of Over $537 Million Estimated

By RUFUS CRATER & TYLER NOURSE

RADIO and television time sales continued their upward march in 1950 to reach an estimated total well over $537.3 million, according to the 1951 BROADCASTING ● TELECASTING YEARBOOK, which is slated to be mailed to subscribers starting about Feb. 1.

Radio time sales gained 6.6% while TV advertising revenues were being tripled to lift the combined total 18.6% above 1949's and put it into the $500 million class for the first time, the YEARBOOK estimates. There were no auditable figures on FM advertising.

The more than $537.3 million radio-TV total compares with less than $452.9 million in 1949. The YEARBOOK breaks it down as follows:

Radio—$453.6 million, compared with $425.4 million in 1949.

Television—Almost $83.8 million, compared with $27.5 million in 1949.

These figures include commissions paid to agencies, representatives, etc., which broadcasters count as an expense of sale.

Radio's 6.6% increase follows a 1949 gain of 2% plus.

In dollar volume, radio gained more than $28 million while television moved ahead by more than $56 million. Radio's increase compares with an $8.6 million advance in 1949, and, coming in the face of approximately $83.8 million in TV time expenditures, may be regarded as a forceful answer to those who had feared TV already was making deep inroads into AM revenues.

Gross Billings Estimate

Radio's gross billings—advertising volume at the one-time rate—are estimated at nearly $676.2 million, against $629 million in 1949.

Net revenues according to class of business—network, national and regional non-network (spot), and local—are shown for radio in Table I, and for television in Table II.

The YEARBOOK figures show that local advertising strengthened its position as radio's chief source of revenues, while spot business drew almost even with national network time sales.

Local and spot advertising registered strong gains both percentagewise and dollarwise. Local business was up $23.5 million, or 12.9%, bringing the total to $205.6 million. Spot sales increased $11.9 million, or 10.9%, putting the total at almost $120.2 million. By comparison local advertising had gained 6.5% in 1949, and spot business, 3.4%, according to final FCC figures.

National network radio advertising, which encountered its first drop in 1949 (3.6%), declined again in 1950. The decline was estimated at about 5.6%, bringing net time sales to approximately $121.7 million for the year.

Regional and miscellaneous network business, shown by final figures to have dropped by about $1.3 million in 1949, came back in 1950 with a 2.1% gain which put the total at an estimated $6.1 million, compared with a 1949 figure just under $6 million.

In television it was national network rather than local advertising which contributed most to total net revenues. TV network time sale revenues were estimated at $35.9 million, or 42.9% of the total, whereas the 1949 figure was almost $10.8 million, or 39.2% of the total. Revenues from local TV time sales were slightly over $29.7 million, representing 35.5%, compared with less than $9.5 million (34.4%) in 1949. Spot TV business was estimated at $18.1 million (21.6%) as against less than $7.3 million (26.4%) in 1949.

Talent Expenditures

Even if revenues from sources other than the sale of time—from talent sales, etc.—no more than equalled the 1949 figures of $38.7 million in radio and over $10.8 million in TV, gross radio-TV revenues would be considerably beyond $586.8 million. Additionally, the YEARBOOK estimates that about $95 million was spent by radio and TV advertisers for talent and programs on their own account, bringing total 1950 expenditures for radio and television advertising to more than $681.8 million.

The 1950 gains came in a year marked by war jitters and the uncertainties that come with a national rearmament program.

Other media also showed gains. Newspaper lineage figures supplied by Media Records Inc. for the first 11 months of 1950 indicated a 6.1% increase over the same period of the preceding year. An 11-month report of Publishers Information Bureau indicated an overall 4.5% increase for general magazines, farm magazines, and Sunday supplements.

Five product groups once more contributed three-fourths of the radio networks' gross billings in 1950, according to estimates projected from Publishers Information Bureau 10-month figures. Food & Food Products continued in the No. 1 position with an estimated $44.5 million, representing 24.4% of the total.

Toiletries remained in second place with almost $25.5 million (14%), while the Drugs & Remedies group moved from fourth to third by virtue of $3.2 million increase which brought its total to $24.3 million (13.3%). Smoking Materials took fourth place with almost $22.7 million (12.5%), and Soaps, Cleansers & Polishes were fifth with $20.5 million (11.2%).

Other Features

The YEARBOOK also presents a product-group breakdown of estimated gross expenditures ($32,726,800) for time on ABC-TV, CBS-TV, and NBC-TV. Comparable figures were not available for DuMont Television Network. Even on a three-network basis, the table shows reduced expenditures for only two product groups, and in most instances substantial increases over 1949 four-network totals were recorded.

The business analysis is only one of many features of the 1951 YEARBOOK, whose approximately 580 pages make it the largest ever published.

Many of the directories and compilations have been greatly expanded.

The up-to-date state directory of AM, FM, and TV stations and their key officials, for instance, has been extended to show the names of up to nine executives of each station, including the news, sports, women's, and farm editors wherever possible.

The directories of network, regional and spot radio and TV advertisers are the largest ever published. The station representatives' and advertising agencies' directories have been extended by the ad-

(Continued on page 84)

TABLE I

RADIO NET TIME SALES 1949-1950

Class of Business	*1949*	*% Total*	*1950 (Estimated)*	*% Total*
National Network	$128,903,467	30.3	$121,687,446	26.8
Regional & Misc. Network*	5,994,858	1.4	6,120,750	1.4
National & Regional Non-Network	108,314,507	25.5	120,185,348	26.5
Local	182,144,301	42.8	205,612,178	45.3
TOTAL	$425,357,133	100.0	$453,605,722	100.0

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* Includes miscellaneous network and stations.

TABLE II

TELEVISION ADVERTISING EXPENDITURES, 1949-1950

Class of Business	*1949*	*% Total*	*1950**	*% Total*
Network	$10,795,512	39.2	$35,908,000	42.9
Spot	7,275,013	26.4	18,109,000	21.6
Local	9,459,608	34.4	29,755,000	35.5
TOTAL	$27,530,133		$83,772,000	

---

* 1950 figures estimated.

KELLOGG BILLINGS UP

Now $8 Million

KELLOGG Co., Battle Creek, Mich., heavy radio advertiser for the past two decades, has tripled its billing in the past three months in radio and television. Firm is currently spending approximately $8 million in both media, marking the largest broadcasting advertising outlay in the history of the company.

In radio, Kellogg is sponsoring a full hour, three times weekly on MBS, divided into three programs, *Mark Trail*, 5-5:30 p.m., through Kenyon & Eckhardt; *Clyde Beatty*, 5:30-5:55 p.m., through Leo Burnett & Co., and *Victor Borge Time*, 5:55-6 p.m., also through K & E. In addition, Leo Burnett has placed a radio spot campaign for the company.

Canada Schedule

In Canada, starting Feb. 5, *Clyde Beatty* and *Mark Trail* will be heard on 14 stations. Another half hour program, *Magic Diamond*, will start Feb. 10 in three cities in French Canadian territory. Latter program is written in French including the commercials. All the Canada business is placed through Kenyon & Eckhardt.

In television, the Kellogg firm, in the past month, has doubled the number of stations carrying its *Space Cadet* show on ABC-TV and is currently clearing additional stations. On Feb. 3 the television version of the *Victor Borge Show* will start on NBC-TV Saturdays, 7-7:30 p.m., through K & E.

PEPSI SERIES

Buys Regan Show on NBC

PEPSI-COLA Co., New York, signed Tuesday in Chicago with Singer Phil Regan for sponsorship of an Army camp and defense plant broadcast on NBC each Sunday starting March 4. The 39-week contract, placed through the Biow Co., New York, was signed by Pepsi-Cola President Alfred N. Steele and Mr. Regan during a three-day convention of 1,000 bottlers.

The show, a package created by Mr. Regan, will be aired 7-7:25 p.m. (EST) from a different armed forces camp and defense plant each week. Mr. Regan will conduct talent elimination contests at each broadcast location, with the winner appearing on the next show. Three service winners will compete against each other the fourth week before a defense plant audience, with the grand winner appearing on the broadcast.

Mr. Steele has plans to telecast occasional shows when facilities are available, Mr. Regan said, adding that Class A time will be provided by NBC. Mr. Regan has been sponsored on radio by Robert Burns cigars, Rinso, and Owens-Illinois Glass Co. The first four shows in the Pepsi-Cola series will originate in California.

Duane Jones Elects

THREE executives of Duane Jones Co., New York, have been named vice presidents. They are Robert G. Hughes Jr., in charge of the agency's copy department; Lawrence J. Hubbard, director of the research and merchandising department and Donald G. Gill, contact supervisor.

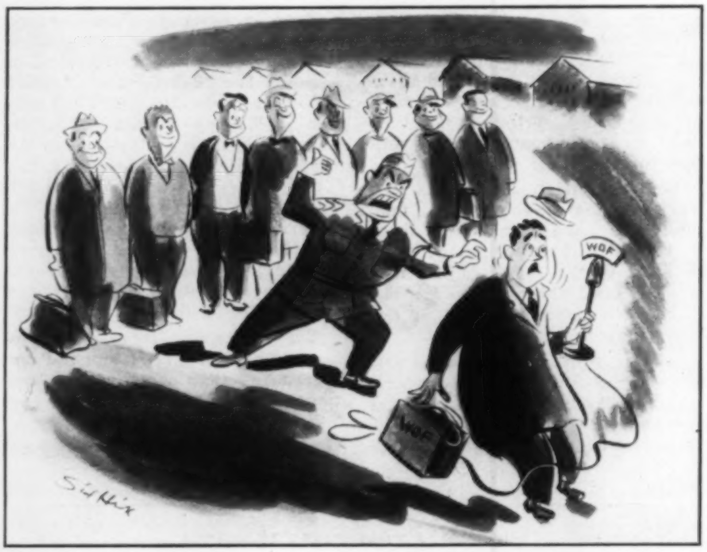
RCA NOTES

$60 Million Outstanding

RCA PROMISSORY notes totalling $60 million were outstanding on Dec. 29, 1950, according to information filed with the Securities & Exchange Commission.

This represents an increase of $20 million over the June 9, 1949, total of $40 million. The new indebtedness was incurred for "general corporate purposes" with two investors, who advanced the sum without underwriters.

An interest rate of 3% is to apply.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Okay, Exclusive, come join your playmates. DOUBLEQUICK!"

ROBERT E. KINTNER (l), ABC president; Vincent R. Impelliteri, New York City mayor, and George A. Sloan (r), chairman, Board of Metropolitan Opera Assn., meet in the mayor's downtown Manhattan office to discuss National Opera Day, which was held on Jan. 13. Mr. Sloan said the Metropolitan Opera drive for funds had brought 7,000 responses from nation-wide radio audience. ABC broadcasts the Metropolitan Opera Saturday afternoons under the sponsorship of the Texas Co.

Chase Named

HOWARD CHASE, public relations director of General Foods Corp., was named last week as assistant to Charles E. Wilson, director of the Office of Defense Mobilization, to advise on information policies. Mr. Chase has been on loan to the government since November and has been serving as assistant to William H. Harrison, the Defense Production Administrator.

Capitol Changes

GLENN WALLICHS, president, Capitol Records Inc., Hollywood, has taken over administration of the Artists & Repertoire Division of the record firm, absorbing duties of James B. Conkling, who leaves Feb. 1 as vice president in charge of the A & R department to become president of Columbia Records Inc., New York [BROADCASTING • TELECASTING, Jan. 15]. No other changes are expected in the department, it was announced.

It May Come to Jeannie Again, Jimmy . . . . . . AN EDITORIAL

TRUCULENT as ever, Jimmy Petrillo emerges from his musical cloisters, with his ancient war cry of "down with canned music."

With all of his old-time fury, he pontificates that after Jan. 31, when present contracts expire for key network stations in New York, Chicago and Hollywood, they must drop all recorded broadcasts except in the early morning hours from midnight to 8 a.m. In other words, it's the death knell for the disc jockey—and then some.

The negotiations include television as well as radio. There are the usual exorbitant demands for a 50% boost in the present minimum scale—from the Midas mint of $191.45 for a 25-hour week in New York (slightly less in Chicago and Hollywood); for guaranteed annual employment and "run of show" contracts on commercial series. But these are a bagatelle in contrast to the demise of the disc jockey and other recorded programs.

Jimmy hits the network keys first as the easy marks. Broadcasters (or telecasters) who have been around awhile can have no doubt as to where he will hit next—if the networks capitulate. They're holding fast now. Jolting Jimmy made the same pitch in 1937. He settled for a half-ransom, getting a guaranteed quota—which the Dept. of Justice later declared illegal. This shake-down didn't work anyway, since Jimmy couldn't supply smaller market stations with musicians good enough to perform. Many stations simply paid their quota money direct to AFM rather than clutter their studios with incompetents. In law, they have another name for it.

Radio is older and wiser. Since Jimmy's 1937 coup, radio has emerged victorious in the ASCAP fight, wherein "Jeannie With The Light Brown Hair," became the belle of the ether. And BMI thereby was born. (Is CIO listening?)

Jimmy should know now that neither radio nor TV can be bluffed. Broadcasters have learned how to unite, when the chips are down. Radio has no czar of the proportions or arrogance of Petrillo, but it has able leaders.

The record shows that sometime after the 1937 debacle, Jimmy tried to pull the plug on radio. It was while the nation was mobilizing for what became World War II.

We believe the networks will hold fast against this first foray. In this hour of national emergency, broadcasters and musicians alike should be turning their resources to the job at hand. There may be 25-hour days—not weeks—ahead.

AFM DEMANDS STUN NETWORKS

Lengthy Battle Seen

By BRUCE ROBERTSON

LONG-DRAWN negotiations, inevitably extending well beyond Jan. 31 when present contracts between the key stations of radio and TV networks and AFM locals in New York, Chicago and Hollywood expire, will be necessary before new contracts can be worked out, network executives agreed last week.

Stunned by the original demands of the musicians union, which they were attempting to get clarified last week, the network negotiators were hopeful that an agreement could be reached by bargaining. They averred, however, that if AFM proposals are considered as flat demands rather than a starting place for negotiations, then a strike is inevitable as "we cannot possibly accede to these terms and remain in business."

Probably the major point of issue between the union and broadcasters will be the union requirement that the stations eliminate all recorded programs from their schedules from 8 a.m. to midnight, which would leave only the early morning hours from midnight to 8 a.m. for disc jockey shows and all other programs of phonograph records and transcriptions.

Base Scale Boost

Scarcely less critical as a matter for debate is the AFM demand for a 50% increase in base scale, plus demands for employment quotas both for staff musicians and for those employed on commercial programs which one network executive declared "would add up to about a 200% increase in program costs." Base minimums are currently $191.45 a week in New York for 25 hours work out of a 40-hour period; $158.70 for a 20-hour work-week out of 40 hours on the job, or $151.80 for 25 hours work on sustaining programs only. The base commercial scale in Chicago is $177.75 for the 25-hour work-week and in Hollywood $125.

AFM is trying to maintain present quotas for the employment of staff musicians by the stations. The union is also asking that a "minimum instrumentation" system be applied to commercial programs whose musicians are employed by advertisers or their agencies. Details of this are somewhat vague but it is understood that a minimum number of musicians would be required for each of the various types of programs, somewhat as the union now varies its requirements for the number of pit musicians employed by theatres with the type of theatrical presentation playing at the time.

Another AFM proposal is that staff musicians be employed on an annual basis, with two-week vacations with pay and other prerogatives of regular employes and with eight-week notices required for dismissal. For musicians on commercial shows the union is asking "run of show" contracts, said to be an innovation in radio labor negotiations.

The union is also making another demand that the stations contribute to the AFM welfare fund an amount equal to 3% of their total expenditures for musicians' salaries. As one network executive put it, "it all adds up to one hell of a pill for us to swallow."

Hit Radio and TV

These demands are applied impartially to radio and TV network key stations in the union proposals, which are currently being handled on the AFM end by officials of the union locals in the three cities where most network programs originate. If and when problems of national import arise which cannot be settled on the local level, they will doubtless be referred to AFM President James C. Petrillo and the AFM International Executive Board for discussion with network officials—probably on the top level. For the present, however, each local is conducting its own negotiations with the network stations for all musicians employed by them for work on either network or local programs.

While the AFM demand for the discard of recorded programs during the major part of the broadcast day is believed to be aimed primarily at local programs of the disc jockey variety, it would also, if interpreted literally, bar all musical syndicated transcribed programs and all network musical shows, such as the Bing Crosby program, which are pre-recorded on tape for network broadcast. Recorded musical bridges and introductions used in radio serials would also be prohibited and the ban might also eliminate any musical commercials on radio and TV in which one or more instrumentalists are employed.

In an attempt to clarify the situation, the union and networks are setting up a subcommittee in New York to analyze the employment of musicians at the key stations, to give a factual basis for discussions as to future employment. Committee will include four representatives of AFM Local 802 (New York) and four network representatives, one each from ABC, CBS, NBC and WOR (MBS key station in New York). Presumably WABD (TV), New York station of the DuMont TV Network, whose AFM contract also expires Jan. 31 concurrently with those of WOR-AM-TV and the network organizations which all operate both radio and television networks, would be represented on this committee when TV matters are up for discussion.

Apart from current negotiations, but almost certain to enter them before they are over, is the question of films made for movie-house use and subsequently telecast. Television stations a fortnight ago received telegraphic warning from Mr. Petrillo that a section of the contract under which most such films are produced prohibits their being telecast. Due to a "widespread misinterpretation" of the contract referred to, Mr. Petrillo's office issues a second announcement last week designed to clarify the situation.

According to this second announcement, a basic agreement with Hollywood motion picture producers of April 1, 1946, specified that as to films " 'heretofore made or which will be made prior to the expiration of this agreement' (extended in 1948 and again in 1949) no television use would be made or permitted 'during the life of this agreement and thereafter.'

Film Application

"Thus, if a film was produced after April 1, 1946, it is subject to the agreement," the announcement continued, "but also—and this is the point overlooked by many—a film owned or acquired on or after April 1, 1946, by a signatory to the basic agreement, even though produced prior to 1946, is subject to the agreement."

Full text of paragraphs (I) and (J) of the agreement read as follows:

(I) The producer agrees that he will not, without the prior written consent of the federation, license, lease, lend, give, sell, utilize, or in any other way whatsoever authorize the use in whole or in part, of the music sound track containing the recorded music made by members of the federation, or scenes or shots containing pictures of members of the federation performing on musical in-

(Continued on page 83)

NETWORK GROSS

Tops $15 Million in Nov.

NOVEMBER 1950 gross time sales totaling $15,906,296 for the four radio networks, evidenced a slight but noteworthy gain over the $15,855,787 spent by advertisers in November, 1949, according to figures released to BROADCASTING • TELECASTING by Publishers Information Bureau. The 11-month figure of $167,797,824 for Jan.-Nov. 1950, continued to show a decline in comparison to Jan.-Nov. 1949, however, with last year's cumulative total for the same 11 months reaching $171,391,283. (See Table 1).

P&G Still at Top

The long list of programs sponsored by Procter & Gamble cost the soap company $1,680,669 in gross time and once more placed them as the top radio advertiser. General Foods ran second by spending $794,863 and Sterling Drug ranked third with expenditures of $662,907. Fourth and fifth respectively were Lever Bros. for $632,384, and General Mills for $604,957 worth of

(Continued on page 74)

TABLE I

GROSS NETWORK TIME SALES FOR NOV. AND JAN.-NOV. 1950
BY PRODUCT GROUPS COMPARED TO NOV. AND JAN.-NOV. 1949

PRODUCT GROUP	Nov. 1950	Jan.-Nov. 1950	Nov. 1949	Jan.-Nov. 1949
Agriculture & Farming	$ 58,677	$ 899,380	$ 93,538	$ 1,050,737
Apparel, Footwear & Acces.	183,246	1,362,147	100,996	1,174,728
Automotive, Automotive Acces. & Equip.	356,709	4,612,085	462,503	6,270,286
Aviation, Aviation Acces. & Equip.	—	—	—	—
Beer, Wine & Liquor	313,201	2,478,375	182,044	1,143,250
Bldg. Mat., Equip. & Fixtures	106,042	1,209,288	103,270	1,178,485
Confectionery & Soft Drinks	375,484	5,738,509	388,619	5,874,708
Consumer Services	151,433	1,731,538	170,734	1,794,236
Drugs & Remedies	2,215,702	22,483,872	1,902,143	19,130,634
Entertainment & Amusements	—	5,619	—	5,340
Food & Food Products	3,870,536	41,030,187	4,074,456	40,970,118
Gasoline, Lubricants & Other Fuels	545,098	4,945,428	406,646	5,178,673
Horticulture	—	105,696	—	97,642
Household Equip. & Supplies	196,788	2,870,299	298,966	5,795,291
Household Furnishings	53,032	467,753	38,270	856,424
Industrial Materials	174,678	1,944,155	188,745	2,002,083
Insurance	226,802	2,601,734	272,446	3,447,176
Jewelry, Optical Goods & Cameras	179,271	1,416,104	360,613	2,477,101
Office Equip., Writing Supplies & Stationery	88,665	1,211,194	133,752	1,262,973
Political	133,652	281,513	23,869	56,574
Publishing & Media	19,304	645,901	80,580	854,476
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	236,328	1,062,591	—	731,545
Retail Stores	8,924	37,932	—	38,472
Smoking Materials	1,781,026	20,691,620	2,088,757	21,452,359
Soaps, Cleansers & Polishes	1,859,601	18,868,743	1,583,110	17,719,446
Sporting Goods	—	29,614	4,969	67,743
Toiletries & Toilet Goods	2,254,614	23,510,180	2,479,889	26,895,452
Transportation, Travel & Resorts	67,660	802,672	67,668	1,007,501
Miscellaneous	449,823	4,753,695	349,214	2,877,830
TOTAL	$15,906,296	$167,797,824	$15,855,787	$171,391,283

On the dotted line .

WEEKLY half-hour transcribed series, *Tarzan*, is lined up for a year on the full Don Lee Network by (l to r) Leon Wray, KHJ Hollywood sales manager; C. R. Rothmund, representing Tarzan interests; D. B. Lewis, president, Lewis Food Co., sponsor; Walter White Jr., pres. Commodore Productions.

WHILE 100,000 deer hunters invaded Michigan's upper peninsula during 15-day hunting season, Domenic Loia (l), distributor for Bosch Beer in the area, okays contract for daily *Deer Hunters Roundup*, with Northern Network (WSOO Sault Ste. Marie, WDMJ Marquette, WMIQ Iron Mountain), represented by Russell J. Staffeld, network comm. mgr.

FULL year's contract is set by Ben Alexander with KNBC San Francisco for his *Acme Hop* disc jockey program starting Jan. 29, 10:30-12 midnight. Seated are Neil Weeks (l), director of sales and advertising for Acme Breweries, sponsor, and Mr. Alexander. Standing are William Lyddan (l), Foote, Cone & Belding, and George Greaves, KNBC.

CUYAHOGA County Savings & Loan League, Cleveland, Ohio, signs for package show, *M-G-M Theatre of the Air* on WHK Cleveland. Seated (l to r): A. C. Findlay, first v.p. for League; G. E. Hagenbuch, League pres.; W. A. McMillen, chairman, League's Adv. Committee. Standing: Joseph A. Beres, acct. exec., WHK; W. E. Taylor, secy., Security Savings & Loan Co.; Alexander Mintz, pres., Shaker Savings Assn.; and Jack Maurer, WHK sales mgr.

SPONSORING all important Big Ten and Missouri Valley Conference play-by-play basketball coverage over WKMH Dearborn-Detroit, Mich., through March 5 are Chevrolet Dealers of Metropolitan Detroit through Campbell-Ewald Agency. Seated are Don Wattrick (l), Chevrolet sportscaster, and Harry Buchanan, chairman of Chevrolet Dealers' Adv. Committee. Standing are Fred Knorr (l), WKMH pres.-gen. mgr.; Tom Adams, Campbell-Ewald.

MAIL ORDER PROBE

Postal Inquiry Continues

U. S. POSTAL officials last week probed deeper into mail order firms selling holiday and novelty products through radio stations [BROADCASTING • TELECASTING, Jan. 15, 8, 1].

Attention focused around a "Midland Adv. Agency" in New York, alleged to have placed business on a large number of broadcast stations and cited by many stations for purported failure to pay for time. Complaints continued to reach stations from dissatisfied buyers who never got anything for their money.

As evidence of unhappiness among stations and listeners continued to pile up last week, Ira Leslie, of WVOK Birmingham, Ala., supplied typical reaction to the ornament and treasure chest campaigns. Mr. Leslie said:

> We are receiving dozens of packages returned and dozens of letters of complaints on both of these items—and for every one we receive there must be dozens more who are too disgusted to write or phone us. We were even sent a sample of the Treasure Chest—but it was not the same item which was sent to the public for a dollar. Our sample contained many cute little toys—not expensive items, but cute enough to thrill a child, and enough of them to be worth a dollar. These packages which are being returned to us and which were shipped to our listeners contain a poor one-third of the items which were in the sample.

To Refund Money

> We are listing the names of every complainant and assuring them that their money will be refunded. We have been forced to employ an extra person to write the letters to our listeners.
>
> The ornaments copy states that these ornaments are non-breakable "plastic." No stretch of the imagination could classify thin cardboard as plastic. In the Treasure Chest copy, among other items was "a set of real handcuffs." I have opened and inspected every returned package and have not yet found one single pair of even toy handcuffs.

WVOK made available a caustic letter from a listener describing the Christmas tree ornaments in detail and claiming they were sprayed paper, badly out of register, and lacking ability to glow in the dark. The listener added, "By what I consider false advertising you have lost a listener and a potential customer for any other items you may advertise over your stations."

Newsweek magazine in its Jan. 15 issue extolled sales achievements by Harold Cowan and Ralph Whitmore, "two young veterans in the field of radio advertising and promotion" who are said to have built a $2 million-a-year business "mixing the electronic miracles of radio and TV with the age-old carnival pitchman's technique." The magazine said 200 radio stations carried a $1 Christmas tree ornament offer in December, with 250,000 listeners buying. "Next pitch" will be 200 gladiolus bulbs for $1, it was stated.

WDEM Providence, R. I., said about 100 Christmas tree ornament orders remain to be filled. With two neighboring stations, Walter Neiman, station manager said, WDEM has not been paid for substantial time charges.

WDKD Kingstree, S. C., has not been paid for time contracted on the station by Midland, according to John L. McWhorter, manager. Like many other stations it has refunded money to listeners.

LABOR ISSUE

Baker Warns of Shortage

ACUTE labor shortages may develop at AM and AM-FM stations, especially among engineering and announcing personnel, should the Korean conflict lead to a global war, according to a study by the NAB Research Dept., headed by Dr. Kenneth H. Baker.

Analyzing the draft status of male employes, NAB found that one-fourth—24.6%—of engineering personnel and 37.2% of announcers were in the 17 to 26-year-old age group. Personnel lists were received from 85% of a projectable sampling of the broadcast industry.

Over a fifth—21.4%—of radio's male employes fall in the 17 to 26-year-old draft group and 55.9% are World War II veterans, it was found. Of the veterans, 60% of the engineers are ex-GIs, and about the same percentage of announcers. About 5.6% of station employes are in the active reserve and 13.4% hold inactive reserve status.

Most vulnerable group, it was indicated, are employes without child dependents who are members of the active or inactive reserve, along with World War II veterans. They comprise a fourth of broadcasting's male personnel.

Of licensed operators, it was shown, 22.1% fall in the 17-26 bracket. Over half of technical employes holding tickets—57.4%—are ex-GIs; 17.4% are in the reserves and 7.9% are reservists with no child dependents.

MILLARD CALDWELL

Senate Confirms for CD

SENATE last Tuesday confirmed the nomination of Millard F. Caldwell Jr. to be Federal Civil Defense Administrator.

As administrator, Mr. Caldwell will head up the defense organization which is being keyed to the "atomic age." The 81st Congress had approved a $3.1 billion proposal giving the administrator virtually unlimited powers upon proclamation of a civil defense emergency, thus giving legislative teeth to the plan.

AUTONOMOUS VIDEO UNIT

Voted at NAB-TV Meeting

THE NAB-SPONSORED television conference in Chicago last Friday noon voted unanimously for establishment of a separate TV trade organization within the NAB structure.

Details were to be worked out in a meeting Friday afternoon (see story page 4; also, earlier NAB board story below).

The vote, by a show of hands, followed a three-hour discussion attended by more than 100 persons, including representatives of NAB and Television Broadcasters Assn. member stations as well as unaffiliated stations.

Working out the mechanics of the TV unit, its position in the NAB framework—and the size and membership of the TV board—loomed as knotty problems to be resolved.

Autonomy Question

The question of preserving autonomy of the TV organization was raised in the morning session. NBC Washington Vice President F. M. Russell suggested that an 11-man TV board, for instance, might find itself outvoted by the 25-man board representing member radio stations.

Robert D. Swezey, WDSU-TV New Orleans, a member of the special NAB TV Committee, offered reassurances that a "two-headed monster" was not contemplated, and that no effort was being made to force the plan upon TV stations.

President Joseph H. McConnell of NBC said his network strongly favors an organization which basically represents stations, and that he liked the idea of an autonomous TV group within the NAB.

Joseph A. McDonald of ABC, which is not an NAB member, expressed pleasure that the meeting was all-inclusive, and urged that the proposed organization not be subordinated, as the name "NAB-TV" might suggest. He suggested that there might be a "National Assn. of Television Broadcasters" and a "National Assn. of Radio Broadcasters."

Raibourn's Talk

Paul Raibourn of Paramount Television Productions, chairman of the special TBA committee to consider merger with NAB's TV structure, told the conference that it was considering an important step which should be given careful consideration. He paid tribute to the accumulated experience of all segments of the TV broadcasting art.

At one point Mr. Raibourn asked that his TBA group be allowed to confer privately for a few minutes. The request was not pushed, after sentiment appeared to oppose taking discussions off the floor. Irving R. Rosenhaus, WATV (TV) Newark, told the conference that it was composed of mature people and that accordingly all objections and points of view should be heard and discussed openly.

Donald A. Stewart, of Allen B. DuMont Labs' WDTV (TV) Pittsburgh, insisted that stations having no NAB or TBA affiliation should have adequate representation in the organization and direction of the proposed TV unit.

Without committing CBS, which is not an NAB member, Vice President Lawrence Lowman expressed appreciation at being invited to the conference. He pointed out that CBS is a member of TBA, and that a special TBA committee is considering the NAB TV project.

Chris J. Witting, of DuMont Television Network, took a similar position.

Hough Presides

Harold Hough, WBAP-TV Fort Worth, presided over the session, which was the outgrowth of NAB board action last November. Mr. Swezey, NAB board member who submitted the resolution which set the project in motion, outlined background and reviewed the special NAB committee's suggestions.

Campbell Arnoux, WTAR-TV Norfolk, offered the motion for creation of an autonomous NAB TV organization. Earlier, the need for such an organization was recognized by unanimous vote on a motion by R. G. Winnie, WTMJ-TV Milwaukee.

Advance Registration for Chicago Sessions

Paul Adanti, WHEN Syracuse; C. E. Arney Jr., NAB; Campbell Arnoux, WTAR-TV Norfolk; Ralph Baruch, SESAC, New York; Charles A. Batson, NAB; Charles E. Bell, WBTV (TV) Charlotte; Kenneth Berkeley, WMAL-TV Washington; Harry M. Bitner Jr., WFBM-TV Indianapolis; Milton Blink, United Television Programs, Chicago; R. A. Borel, WBNS-TV Columbus; Otto P. Brandt, ABC, New York; Frank V. Bremer, WATV (TV) Newark; E. H. Bronson, WBNS-TV Columbus; Tom A. Brooks, WBAL-TV Baltimore; Vernon R. Brooks, WGN-TV Chicago; George M. Burbach, KSD-TV St. Louis; Martin Campbell, WFAA-TV Dallas; Roger W. Clipp, WFIL-TV Philadelphia; Walter Compton, WTTG (TV) Washington; Aldo DeDominices, WNHC-TV New Haven; Ralph Evans, WOC-TV Davenport.

William Fay, WHAM-TV Rochester; John E. Fetzer, WKZO-TV Kalamazoo; Dean Fitzer, WDAF-TV Kansas City; Frank P. Fogarty, WOW-TV Omaha; Helen A. Fruth, NAB; James M. Gaines, NBC, New York; Jack O. Gross, KFMB-TV San Diego; R. B. Hanna, WRGB (TV) Schenectady; Jack Harris, KPRC-TV Houston; John B. Hill, KOTV (TV) Tulsa; Thad Holt, WAFM-TV Birmingham; Harold Hough, WBAP-TV Ft. Worth; Richard B. Hull, WOI-TV Ames; E. K. Jett, WMAR-TV Baltimore; Leslie Johnson, WHBF-TV Rock Island; Gaines Kelley, WFMY-TV Greensboro, N. C.; John A. Kennedy, KFMB-TV San Diego; Harry C. Kopf, NBC, Chicago; G. Bennett Larson, WPIX (TV) New York; U. A. Latham, WKRC-TV Cincinnati; Robert Lemon, WTTV (TV) Bloomington, Ind.; Nathan Lord, WAVE-TV Louisville.

Glenn Marshall Jr., WMBR-TV Jacksonville; Edward W. May, KMTV (TV) Omaha; Herbert Mayer, WXEL (TV) Cleveland; Joseph A. McDonald, ABC, New York; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Justin Miller, NAB; John H. Mitchell, WBKB (TV) Chicago; Robert Mulhall, WOI-TV Ames; Dorothy S. Murphy, WKRC-TV Cincinnati; John T. Murphy, WLWT (TV) Cincinnati; W. R. Nichols, KEYL (TV) San Antonio; Sol Paul, BROADCASTING • TELECASTING; Paul H. Raymer, Paul H. Raymer Co., New York; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Clyde W. Rembert, KRLD-TV Dallas; Robert K. Richards, NAB, Washington; Robert B. Ridder, WTCN-TV Minneapolis; W. D. Rogers Jr., KEYL (TV) San Antonio; Marshall Rosene, WSAZ-TV Huntington, W. Va.; Irving P. Rosenhaus, WATV (TV) Newark; B. J. Rowan, WRGB (TV) Schenectady; Frank M. Russell, NBC, Washington; William B. Ryan, NAB, Washington.

Owen Saddler, KMTV (TV) Omaha; Ernest Sanders, WOC-TV Davenport; Frank P. Schreiber, WGN-TV Chicago; Victor A. Sholis, WHAS-TV Louisville; H. W. Slavick, WMCT (TV) Memphis; C. K. Spicer, WBTV (TV) Charlotte; Jack Stapp, WSM-TV Nashville; Donald A. Stewart, WDTV (TV) Pittsburgh; Robert Stone, SESAC, New York; George B. Storer, Fort Industry Co., Birmingham, Mich.; Robert D. Swezey, WDSU-TV New Orleans; Sol Taishoff, BROADCASTING • TELECASTING, Washington; Eugene S. Thomas, WOR-TV New York; C. Robert Thompson, WBEN-TV Buffalo; D. W. Thornburgh, WCAU-TV Philadelphia; E. R. Vadeboncoeur, WSYR-TV Syracuse; Charles Vanda, WCAU-TV Philadelphia; F. Van Konynenburg, WTCN-TV Minneapolis; Lee B. Wailes, Fort Industry Co., Birmingham, Mich.; William D. Wagner, WOC-TV Davenport; Irving C. Waugh, WSM-TV Nashville; H. C. Wilder, WSYR-TV Syracuse; R. G. Winnie, WTMJ-TV Milwaukee; C. J. Witting, WABD (TV) New York.

NEW NAB STRUCTURE

On Board Agenda

By J. FRANK BEATTY

COMPLETE revamping of NAB into some form of two-ply federation consisting of NAB-Radio and NAB-TV will come before the board of directors at its Jan. 31-Feb. 2 meeting in Belleair, Fla.

Drastic changes in NAB's operation and management may develop as the association is rebuilt around the basic aural-station segment and the fast-growing TV industry. The board will be guided to a considerable extent by action taken at the TV convention held Friday in Chicago (see story above).

With Broadcast Advertising Bureau separating from the main NAB structure, NAB members may vote later in the winter on a complete re-writing of the by-laws and charter. Terms of many present board members will expire at the NAB convention in April.

The board faces a long list of knotty problems at its three-day meeting next week. It must work out formulas for a BAB dues structure covering non-NAB stations and other newly eligible interests such as networks, representatives and transcription firms. Then it must review plans for the April convention, which will be a tripartite management, engineering and television gathering.

Revamping of the budget to accommodate radio and TV segments of the overall NAB will be a major job in itself. In addition, the budget must be redesigned to eliminate BAB's funds, now that BAB faces relative independence starting April 1.

Ryan Successor

Important personnel decisions must be made. Departure of William B. Ryan from the NAB general managership to become BAB president leaves the association without management direction. Mr. Ryan and NAB President Justin Miller agreed that selection of a general manager—acting, interim or actual—should be done with board guidance.

Interwoven into that situation, however, is the suggestion that NAB have high-level officers running each of the proposed radio and TV associations. The top NAB management, for example, might have a president or board chairman, with NAB-Radio and NAB-TV, or whatever names are selected, having their own presidents or vice presidents.

One of the tricky questions revolves around the type of board that will run the top NAB and the two association members.

Top policy matters affecting the membership as a whole would be decided by the joint board.

With sweeping changes contemplated, the board has the corollary job of how to pay for NAB—1951 model.

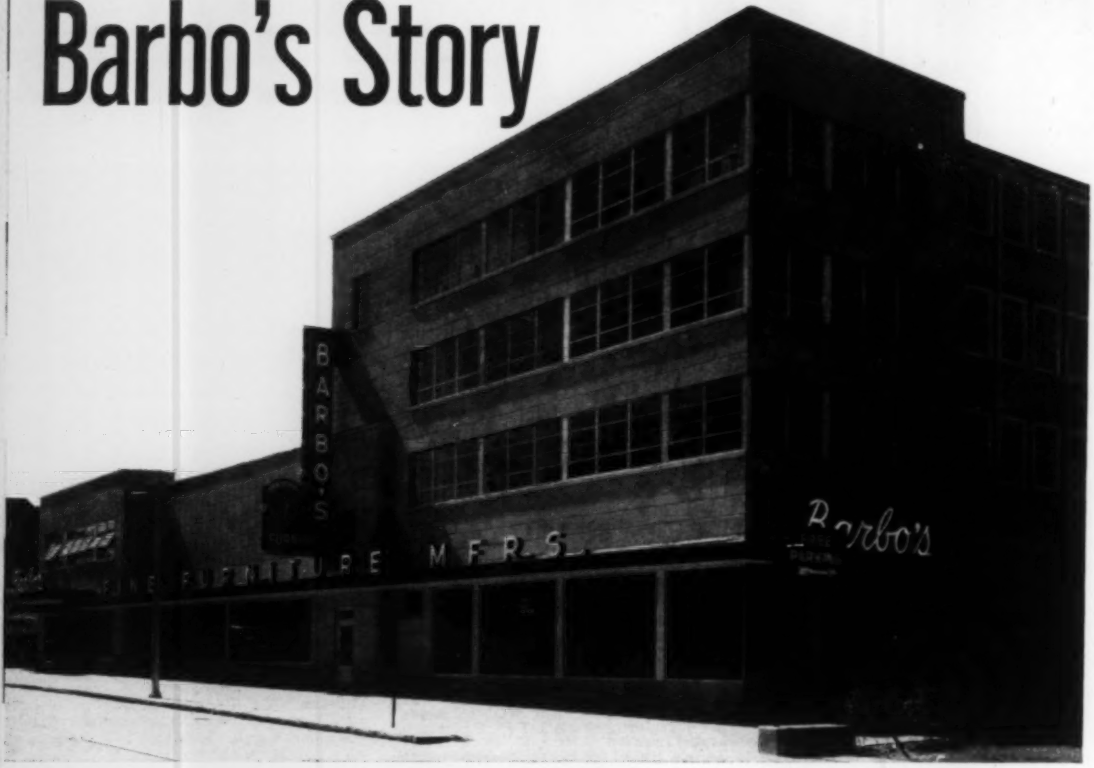
What dues should TV stations pay? Right now practically all of NAB's TV membership, representing more than a third of TV operating stations, pay only nominal dues of $10 a month because they are adjuncts of AM member stations. Non-NAB TV stations, however, would be billed $125 a month.

The plan for a NAB-TV, as first proposed by the board last November, specified that the NAB-TV board would set up its own dues structure and allocate part of the dues to NAB overhead.

That plan will run into the overall NAB budgetary situation. Should TV stations decide on a low scale of dues, then the top NAB might feel the video members weren't paying their way. The original NAB-TV dues structure drawn up in 1949 recognized that video stations were operating in

(Continued on page 87)

Barbo's Story



BARBO'S, New England's largest suburban furniture center, is a multi-million dollar business today, thanks to a lot of hard work—and radio spots.

Leo Barbo, general manager and treasurer, and the eldest of six brothers who own the company, is quick to credit radio with a major share in the phenomenal success story of the firm.

Located about 12 miles from Boston, Barbo's dominates the town of Stoneham, Mass. It is the largest furniture store and factory under a single roof in New England and boasts the largest display of all-modern furniture in the area. It has customers in all parts of the country and ships merchandise to every corner of the globe.

"Radio has made us what we are today," says Mr. Barbo, looking back over the years. "It was responsible for our initial success in the early days when newspapers wouldn't take us at the local rate. Their national rates were prohibitive for us, so we turned to radio. Results were so immediate and so astounding in skyrocketing sales that we've thanked the papers ever since for doing us a big favor."

Brothers Advance From Errand Boys

The brothers who speak of their business in million-dollar figures today started as errand boys in a furniture factory in a nearby city. The sons of Italian immigrants who had come to America a few years before, in 1913, the three older brothers, Leo, Charles, and John, were still in their teens. In the years that followed, they learned every phase of the trade until finally, in 1932, finding jobs scarce during the depression, they decided to set up their own business.

With two associates, they raised borrowed capital of $1,400, deposited the money in the bank in February 1933, and opened their own furniture factory in Stoneham. One month later, in March, came the Bank Holiday and with it the freezing of their small capital.

To anyone else this might well have meant calamity. But the Barbo brothers substituted diligence for dollars. They worked long and hard, from early in the morning till late at night, turning out quality furniture for leading New England retailers. For a year and a half each took a salary of $5 a week from the business. Finally, they voted themselves a 100% increase, from $5 to $10 a week!

Firm Expands To Larger Store

By 1936 they were able to move to larger quarters, site of the present store, which they managed to purchase two years later. By now, too, three other brothers, Joseph, Salvi, and Albert, and two sisters, Mary and Jennie, had grown up and joined the organization.

Business progressed gradually. They were slowly making headway. And then came the war. Materials became harder and harder to get and the Barbos knew that their only hope for survival lay in purchasing ready-made furniture from other firms, manufacturing as much on their own as conditions allowed, and selling at retail rather than wholesale.

One of the two non-family business associates had already sold his interest and now the second, discouraged by the prospect of war years, severed his connection.

Nothing daunted, the brothers and sisters and even their elderly father pitched in with characteristic courage and fortitude to make a go of the new venture. It was necessary to remodel the building to make some floors available for retail sales.

Armed with hammers and saws, doing all the work themselves, they put in hundreds of hours at hard labor creating display rooms. Jennie set up a small kitchen on the premises so the family could eat three meals a day there and save precious minutes.

This was the setting in 1942 when the Barbos realized that if they were to sell to a vast new retail trade, the public must first know about them. National newspaper rates which they would have had to pay were too costly. So they turned to the Harry M. Frost Agency of Boston for a radio plan.

Since women make most of the family purchases, it was decided to buy time on the program which reach women as a mass audience. A total of eight one-minute announcements weekly was purchased on women's programs on WEEI, WBZ, and WNAC in Boston.

Results were instant and spectacular.

"Business changed the minute we got into radio," Leo Barbo recalls. "There were thousands of new sales. It was quite evident that people were beginning to know about Barbo's through radio. We soon learned something else important, too. We found that our radio customers kept coming back, that once they became a Barbo client they remained one.

"There's another significant point to remember also," Barbo's general manager notes. "It was early in the war and we had gas rationing and other restrictions on automobile use. And yet, people who heard about us on the radio found ways to get here and came from all over."

In the years that followed, the furniture company continued to use radio spots as its sole promotion medium, and the sales curve continued to rise.

In 1945, another expansion took place. The Barbo brothers purchased the property adjacent to their building and plans were drawn up for the present new modern store which encompasses more than 130,000 square feet.

Again, all the Barbos pitched in to help with the building, and again they were faced with obstacles. Material and labor shortages, rock ledges, unexpected springs on the land confronted them. They turned architect and painter and carpenter, they planned and constructed, and gradually their dream of a new building of their own became a reality.

Grand Opening Poses Problems

In September of 1947 the structure was ready for the grand opening. But the Barbo brothers were frightened. They had put every cent they had, in addition to a large bank loan, into the building. Suppose the public didn't come. Suppose they didn't buy?

They reckoned without radio.

Radio spots were still their sole advertising means. They placed considerable faith in them for they

..A Multi-Million Dollar Monument To the Power of Radio

had long ago learned the power of the broadcasting medium. But still, they were using comparatively few announcements and no other form of advertising. Could these spots do the trick? Would they pull the public in?

They needn't have been worried. Even before the doors opened, large throngs had gathered outside. The opening day drew a crowd of 12,000. "The first week hit close to $100,000 in sales," reports Leo Barbo with enthusiasm and gratitude for the job broadcasting had accomplished. "And results were 100% radio," he states emphatically.

Today, the firm uses 14 spots weekly, all on women's programs, and all with the same women who have faithfully interpreted the store to the public since its earliest days. They are Priscilla Fortescue on WEEI, Louise Morgan on WNAC, Mildred Carlson, WBZ, all Boston, and Polly Huse, WLAW Lawrence.

Barbo's has no plans for sponsoring programs. "We've been so successful with our consistent use of spots there's no need to," their executives say. "Women are 95% of our buyers. The girls are close to the women in the home, they reach tremendous numbers of them, and they talk to them every day. The homemakers feel they know them, they're loyal listeners, and they're faithful to the products the girls advertise."

Barbo's itself has been instrumental in bringing about a close three-way liaison between the women broadcasters, the listeners, and the store. To the Barbo brothers, the Misses Fortescue, Carlson, Morgan, and Huse are "the girls." The warmth and friendliness and sincerity which the Barbos radiate is reflected in "the girls" reciprocal attitude toward them and is, in turn, expressed in their radio messages to listeners.

Listeners know, too, about the Barbo family's interest in community well-being. They know that when a family was burned out in Stoneham with tragic loss of life, the Barbos gave up their radio time for a campaign to raise money for the survivors and pay funeral expenses.

Polio Victim Becomes Steady Client

Typical of the response created among the radio audience is that of the woman who was stricken with polio several years ago and hospitalized in Boston. Day after day, from her hospital bed, she turned in and heard about Barbo's. When she was finally up, on crutches, she travelled the 12-mile distance on streetcar to the store about which she had heard so much. The daughter of a wealthy Icelandic family, she not only purchased for her own home, but spread the fame of the store in her homeland when she returned. Today, Barbo's ships regularly to Iceland—and when an Icelander visits in the vicinity of Boston, he invaribaly pays a call at the store, with a recommendation from the now-famous customer that radio made.

The close relationship that characterizes the Barbo-radio listener association is demonstrated in the get-together party the firm threw last winter. Listeners were invited to come down and meet the radio people in person. At tables decorated with false mikes, "the girls" met their listening audience and passed out roses.

"It was the worst night of the season, an ice storm, and yet the store was mobbed," Leo Barbo relates. "You couldn't find an empty space anywhere. Our sales were certainly killed that night because everyone was so busy saying hello and getting acquainted no one paid any attention to buying or selling." He's quick to add, though: "But you should have seen how our sales shot up in the days that followed!"

Other store events always include the women broadcasters. For example, they were guests of honor when Barbo's opened its new all-modern floor in April of 1950 with a party for the country's leading furniture manufacturers. The femme-casters recorded interviews with the manufacturers to acquaint listeners with the latest home-furnishing trends.

Helping to make the affair a long-remembered one was the burning of the mortgage on the new

(Continued on page 73)

* * *

HARD work and radio, say the Barbo brothers, turned their furniture center in Stoneham, Mass., into a multi-million dollar business. Demonstrating one-half of the success formula, as they did all of the planning and most of the inside construction for their new store, are (l to r): Leo, Salvi, Joseph, Albert, Charles, and John. ➧

COMMUNICATION POSTS Set on Hill

KEY COMMUNICATIONS assignments on Capitol Hill appeared settled last week with a shift underway in the Senate Interstate & Foreign Commerce Committee that will send its veteran communications specialist, Edward Cooper, to the staff of Senate Majority Leader Ernest W. McFarland (D-Ariz.) on Feb. 1.

Nicholas Zapple, a committee counsel, will assume Mr. Cooper's duties on the Senate committee with full responsibility for communications matters.

The committee itself meanwhile was realigned with the ratio of Democrats to Republicans changed from 8-5, the apportionment in the last Congress, to 7-6. Sen. Ed C. Johnson (D-Col.), Congress' spur on broadcast activities, continues as committee chairman.

Although the committee is still in the stage of organizing, it is generally understood that Sen. McFarland, who chairmanned the group's radio subcommittee in the last Congress, would continue in that capacity.

In the House, total membership of the Interstate & Foreign Commerce Committee has been increased from 28 to 30 with the party ratio now set at 17 Democrats to 13 Republicans. Rep. Robert Crosser (D-Ohio) again is chairman.

Significant changes in the House group's makeup included the switch of Rep. Harris Ellsworth (R-Ore.), who holds part interest in KRNR Roseburg, Ore., to the House Rules Committee and the addition of Rep. Richard W. Hoffman (R-Ill.), owner of WHFC and WEHS-FM Cicero (Chicago), who was on the House Veterans Committee during the last Congress [CLOSED CIRCUIT, Jan. 15]. **According to a Capitol** source, Rep. Hoffman bid for the committee post because of an interest in radio legislation.

The number of Democrats on the Senate committee was reduced when former Sen. Francis J. Myers of Pennsylvania was defeated in the fall election and not replaced. However, a Republican, Sen. James P. Kem of Missouri, was added to the committee.

Here are the new lineups of the Senate and House Commerce Committees:

SENATE: Democrats — Johnson, chairman; McFarland, Warren G. Magnuson (Wash.), Brien McMahon (Conn.), Herbert R. O'Conor (Md.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.). Republicans—Charles Tobey (N. H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio), John J. Williams (Del.), Kem (Mo.).

HOUSE: Democrats—Reps. Crosser, chairman; Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), Dwight L. Rogers (Fla.), probable chairman of radio subcommittee; Arthur G. Klein (N. Y.), Thomas B. Stanley (Va.), John B. Sullivan (Mo.), William T. Granahan (Pa.), John A. McGuire (Conn.), Tom R. Underwood (Ky.), F. Ertel Carlyle (N. C.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Homer Thornberry (Tex.), Louis B. Heller (N. Y.), Kenneth A. Roberts (Ala.)

Republicans—Charles A Wolverton (N. J.), Carl Hinshaw (Calif.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), Wilson D Gillette (Pa.), Robert Hale (Me.), James I. Dolliver (Iowa), John W. Heselton (Mass.), Hugh D. Scott Jr. (Pa.), John B. Bennett (Mich.), Hoffman, J. Edgar Chenoweth (Col.), John V. Beamer (Ind.).

Mr. Cooper has been associated with the Commerce committee since 1938 when he joined the professional staff under the then chairman, Burton K. Wheeler of Montana. In his new position, Mr. Cooper, it is understood, will have the formal title of staff director of the Senate Majority Policy Committee.

Communications Expert

A Montanan since childhood, Mr. Cooper was a newspaperman before joining the committee staff. He conducted a two year investigation of the domestic telegraph companies, supervising Capitol hearings and preparing official reports and recommendations for a special Commerce subcommittee.

After that stint and service in the Navy where he worked with communications, Mr. Cooper became a professional staff member, specializing in the broad field of communications, a relation which brought him into direct contact with the problems of legislation and government regulation affecting radio and television broadcasting activities.

As a legislative expert on communications, Mr. Cooper has been closely associated with Sen. Johnson on the full committee and Sen. McFarland's work on the radio subcommittee. Sen. McFarland has been active in all phases of communications, including his proposal to reorganize the FCC along procedural lines, while Sen. Johnson is generally regarded as the key senator concerned with radio and TV.

Mr. Zapple was an attorney with the Civil Aeronautics Board before becoming a staff member on the committee. His field with CAB was communications as related to aviation. During the war, Mr. Zapple was District Law Officer and Hearing Officer in the U. S. Coast Guard, touching upon all legal matters. He was an adviser for the various divisions of the Coast Guard, including the Communications Division.

The 35-year-old communications expert gained additional experience with all facets of communications, including radar, television and radio, while on board ship and while at the Coast Guard Academy.

Mr. Zapple already has taken over a number of assignments previously handled by Mr. Cooper, it was understood. Since the time that Sens. Johnson and McFarland have arranged the changeover, both Messrs. Cooper and Zapple have been working very closely on communications affairs.

Deeply engrossed in committe work are Edward Cooper (l), newly appointed assistant to Sen. Erne W. McFarland, and Nicholas Zapple, who is succeeding Mr. Cooper as communications specialist on the Senate Commerce Committee staff.

* * *

TAKING time out from discussing national matters at the Seventh White House Conference of the Advertising Council, held in Washington a fortnight ago [BROADCASTING • TELECASTING, Jan. 15], Comdr. Mortimer Loewi (l), director of the DuMont Network, enjoys a joke with Frank M. Folsom, president of RCA.

* * *

CHATTING informally during the Seventh White House Conference of the Advertising Council are Frank White (r), MBS president, and Brig. Gen. A. Robert Ginsburgh, USAF, Office of the Secretary of Defense.

FCC BUDGET Increased, Despite Broadcast Cut

PRESIDENT TRUMAN last week asked Congress for a 3.4% boost in FCC's overall budget but a corresponding 1.4% decrease in funds earmarked for broadcast activities.

The requested appropriation is for fiscal 1952, totalling $6,850,000. FCC received $6,625,000 for fiscal 1951, spending $1,077,187 for broadcast activities as against $1,062,038 now recommended by the President.

In his message, the Chief Executive explained that the "estimated reduction in these [broadcasts] activities is based on the assumption that the expanding defense program will reduce workloads." He included AM-FM-TV in this category.

Referring to applied technical research and frequency allocation for which an increase from $376,856 to $405,473 is indicated, the President's message pointed out:

"Increased demand for assignment of frequencies, occasioned by development of new uses of radio, necessitates more intensive technical research to assure the best possible utilization of the available radio spectrum. The small increase estimated for 1952 is primarily for additional research equipment, and frequency assignment work."

In the budget breakdown, common carrier activities would be increased from $816,377 to $836,445; field engineering and monitoring, from $2,361,292 to $2,534,280 to "provide for continuous 24 hour watch at all monitoring stations"; safety and special radio services from $620,635 to $638,-

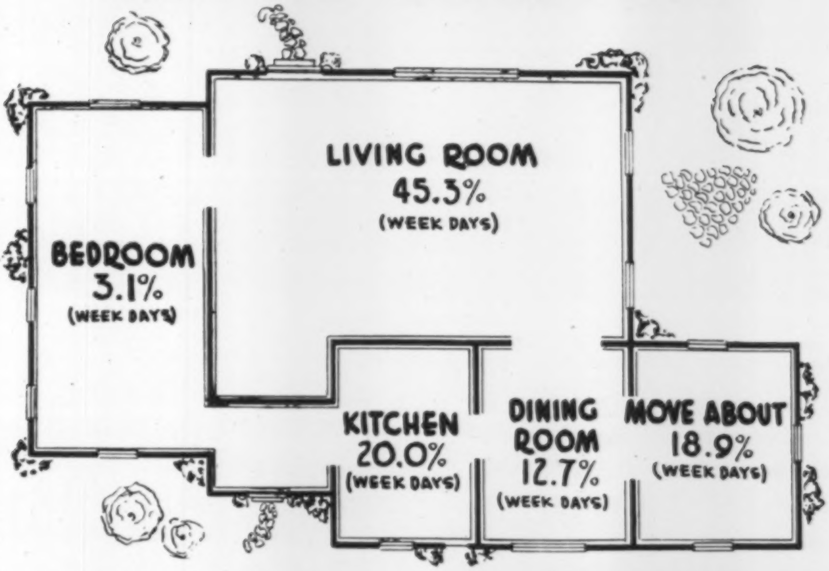
(Continued on page 74)

PROPOSED FCC BUDGET FOR 1951

OBLIGATIONS BY ACTIVITIES

	1950 Actual	1951 Estimate	1952 Estimate
1. Common carrier activities	$ 868,191	$ 816,377	$ 836,445
2. Applied technical research and frequency allocation	366,972	376,856	405,473
3. Field engineering and monitoring	2,471,698	2,361,292	2,534,280
4. Safety and special radio services	644,352	620,635	638,406
5. Broadcast activities	1,092,522	1,077,187	1,062,038
6. Executive, staff, and service activities	1,285,596	1,322,653	1,373,358
Total Obligations	$6,729,331	$6,575,000	$6,850,000

IOWA PEOPLE LIVE WITH RADIO!



ONE of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people *live* with radio. The 1950 Iowa Radio Audience Survey* reveals that except for Sundays, *less than half of all Iowa home listening takes place in the living room!* Here are all the figures:

Proportion of Listening Done With—

	Weekdays	Saturdays	Sundays
Living Room Set	45.3%	48.9%	55.1%
Dining Room Set	12.7	11.9	9.4
Kitchen Set	20.0	19.4	18.1
Bed Room Set	3.1	4.2	5.5
"Move About" or "Other"	18.9	15.6	11.9

Extra sets help explain this "all-over-the-house" listening; *48.8% of Iowa's radio-equipped homes now have two or more sets!* The chart in the next column (from the 1950 Survey) shows that these extra sets get intensive listenership.

The net result of all this is that the average Iowa radio home listens a total of 13.95 "listener hours", weekdays . . . 15.59 "listener hours", Saturdays . . . and 13.52 "listener hours", Sundays!

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America's great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.

DAILY USE OF SETS LOCATED IN DIFFERENT ROOMS

(Percentages based on number of sets located in type of room named)

TYPICAL WEEKDAY	ALL DIARY FAMILIES
Percentage of Sets Used at Some Time during Day	
If located in Living Room	95.0%
If located in Dining Room	99.0%
If located in Kitchen	95.8%
If located in Bed Room	75.5%
If "Moved About" or "Other"	91.5%

***The 1950 Edition of the Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 families and diary records kept at the time of listening by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.**

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

WAGE FREEZE Could Apply to Radio

WAGE FREEZE could affect employes of radio and television stations, the Economic Stabilization Agency told BROADCASTING • TELECASTING last week.

However, ESA qualified its statement by adding, "Whether such authority might in the future be exercised is undetermined and for future consideration of the Administrator, after consultation with the Wage Stabilization Board."

The opinion on the applicability of wage stabilization to radio-TV stations was sought in light of exemption of radio time rates from price control under the Defense Production Act [BROADCASTING • TELECASTING, Jan. 1]. It had been explained that the exemption still was in effect even though President Truman had declared a national emergency after the act was signed.

It had been learned earlier that both Capitol Hill legal interpretation and an industry legal source had observed that although price and wage controls generally go hand in hand, in certain instances they might be imposed separately.

Wording of the Act does not mention wages although it specifically exempts prices from control for radio and TV.

Full Control Seen

It appeared likely last week that the government was heading toward imposition of full wage and price control. Speculation to the timing of the order centered on Feb. 1, although some observers set sights on a couple of weeks later.

This tip-off came from Charles E. Wilson, the defense mobilization chief, in a Philadelphia address before the Poor Richard Club, in which he indicated voluntary economic controls are unworkable.

Instead, Mr. Wilson said they must be replaced soon by wage, price and material controls of a mandatory sort, backed by "the power of the law."

It was indicated by government officials that the price freeze may entail a "rollback" to the Jan. 1 level.

Manpower controls were generally indicated to be in the mill by President Truman at his news conference last Thursday. The President issued a general policy statement on national manpower mobilization in which he said he would ask Congress for legislation whenever such authorization is needed to make the most effective use of manpower resources.

As outlined by the Chief Executive, controls would be invoked to apply to employers, or to workers, or to both, with these possibilities: (1) Restrictions on the right of workers to change jobs; (2) limitations on number of persons working for an employer, or on the number of men in particular skills, (3) federal control of hiring, (4) enforcement of standards to obtain full use of women, handicapped workers and minority groups.

In other developments:

Sen. John J. Sparkman (D-Ala.), chairman of the Senate Small Business Committee, said black markets in critically short defense materials were "springing to life fast" throughout the country. His statement was made at a hearing held last Thursday by the committee during which Mr. Wilson, Defense Production Administrator William H. Harrison, General Services Administrator Jess Larson and Chairman John D. Small of the Munitions Board, testified.

Mobilization chief Wilson said a "controlled materials plan" which was in effect during World War II may be restored possibly by June. He said he did not think consumer rationing was needed in the near future.

Meanwhile, the Senate Banking Committee approved the appointment of Gen. Harrison to be National Production Administrator. The Senate must confirm the nomination.

SAWYER NAMES Three to Advisory Group

SECRETARY of Commerce Charles Sawyer last Wednesday announced appointment of additional industry members to his Advertising Advisory Committee, now a year old.

Those named included L. N. Brockway, executive vice president, Young & Rubicam, New York; Edgar Kobak, business consultant and former president of MBS; and J. Harold Ryan, vice president of Fort Industry Co., operator of the George B. Storer radio and TV stations.

In announcing the appointments, Secretary Sawyer stated, "In its first year, the Advertising Advisory Committee has proved by its notable contributions not only that the idea of such a committee was basically sound but also that advertising is increasingly important in the national economy. I foresee a vital role for advertising in the mobilization of business and industry for defense."

During the past year a subcommittee under the leadership of Frederic R. Gamble, president of the American Assn. of Advertising Agencies, has been making an extensive survey of the services, facilities and publications of the Dept. of Commerce as they relate to the needs of the advertising industry.

a half million Nebraska Farmers can't be wrong!

They are the owners of the new

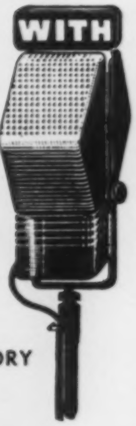
KRVN

The 25,000 watt clear channel station
On the air effective January 27, 1951

K R V N will reach every farm home in Nebraska. K R V N is owned by, and operated for, the Nebraska farmers. These guaranteed listeners will hear your message on K R V N. K R V N brings to you *all* the Nebraska farm homes in one complete package.

For more details . . .
contact The O. L. Taylor Company

KRVN
LEXINGTON, NEBRASKA
25,000 WATTS • 1010 KC
Max Brown, Manager
New York • Chicago • Dallas • Los Angeles • San Francisco • Portland



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

NBC PROGRESS IN '50

Issues Report

"RADIO broadcasting continued in 1950 as the nation's number one information and entertainment medium," according to an NBC year-end report released last week in New York. "With the outbreak of the Korean conflict, radio listenership increased sharply, pointing up the fact that only through a combination of radio and television can the government reach virtually all American homes during a state of national emergency," the report said.

Reviewing the year at NBC, President Joseph H. McConnell said: "Our pride in our accomplishments during the past year is tempered by our awareness of the critical days which lie ahead. I know I speak for every single employe and official of NBC when I say that our tremendous facilities, our technical know-how, our skill in communications, the vast experience we gained during World War II in covering world-wide news for the American public—all these are dedicated to the service of our government and the American people in the days to come."

NBC's combined radio and television gross billings in 1950 were 15% greater than in 1949, the report said. Although a breakdown for the full year is not available, Publishers Information Bureau figures show that for the first 11 months (Jan.-Nov.) NBC gross radio billings were $56,445,724 for 1950, as compared to $58,381,65 for Jan.-Nov. 1949; and its gross TV billings were $17,910,935 for Jan.-Nov. 1950, as compared with $5,473,738 for the same period of 1949.

"NBC television again made an unprecedented increase in all

(Continued on page 72)

* * *

WELCOMING Charles C. Bevis Jr. (center) to Denver and new post as general manager of NBC's KOA there are (l to r): Robert Owen, KOA assistant manager; Mrs. Owen; Mrs. Lloyd E. Yoder, and Mr. Yoder, former KOA chief who becomes general manager of KNBC San Francisco. Mr. Bevis has been executive assistant to James Gaines, NBC vice president in charge of NBC owned-and-operated stations.

"GIMME A DOZEN OF THE BLACK ORCHIDS!"

FLOWERS, frozen foods or furniture, our Red River Valley farmers can afford to buy *anything* they want, because their Effective Buying Income is far above the national average!

WDAY, Fargo, is 'way above the national average as a radio buy, too. Fargo-Moorhead Hoopers show that for Total Rated Periods (Dec. '49—Apr. '50) *WDAY got a 63.5% Share of Audience, as against only 16.0% for Station B!* A 1950 survey by students at North Dakota Agricultural College proves that *WDAY is the 17-to-1 favorite among rural families* in the 22-county area studied —the 3-to-1 favorite over all other stations combined!

Let us or Free & Peters give you all the dope. It's really something!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

CALL 2 STRIKES

Walk Out at WJW, WAGA

UNION employes struck last week at two stations — AFRA announcers at WJW Cleveland and NABET engineers at WAGA-AM-TV Atlanta. NABET engineers refused to cross the AFRA picket lines at WJW.

In both cities the stations suffered only brief interruptions in service.

According to WAGA officials, the NABET strike started Sunday while the station was negotiating in good faith with Timothy J. O'Sullivan, NABET representative, and two engineers. Mr. O'Sullivan is said to have interrupted negotiations when a group of technicians entered the conference room saying they were invited to take part.

When Ralph Williams, WAGA attorney, welcomed the technicians to the conference, James E. Bailey, WAGA vice president and general manager, noticed some of the men were supposed to be on duty at the time. Mr. Bailey asked if the stations were on the air and was told they were not.

Mr. Bailey and Rudolph Spivey, AM chief engineer, put the AM and FM stations back on the air in 25 minutes, according to the station. George B. Storer Jr., TV station manager, and Paul B. Cram, TV chief engineer, who also had been taking part in the negotiations, managed to get the TV station operating in three hours despite the fact that old tubes had been substituted and equipment maladjusted, according to Mr. Bailey. Refinements were made later in adjustments of AM, FM and TV equipment.

Full schedules are being maintained at all three stations, Mr. Bailey said. No network time was lost and the men are being replaced.

WJW reported it was back on normal operations Monday after losing about three hours time. AFRA picket lines were set up at WJW's downtown studio and the North Royalton transmitter.

AFRA's strike was called by Ted Smoot, Cleveland executive secretary, according to a union announcement. The union charged unfair labor practices, refusal to grant wage increases for two years and refusal to consider contractual fees.

Lovingly Yours,
Laura

Detroit's new voice of the night....

'Tween the wee hours of 2 A.M. and 6 A.M. on WWJ, a new feminine disc jockey is riding the crest of popularity in Detroit.

It is the winsome voice of one who signs herself "Lovingly Yours, Laura." With her charming and intimate "mike-side manner" she has captured an admiring audience.

Laura passes the time of night by having chummy chats via phone with news editors and night chefs, waitresses and the weatherman . . . exchanging friendly notes with truck drivers and cab drivers, late workers and early risers . . . and giving hourly news reports.

With Detroit's plants scheduled for 'round the clock production of goods for peace and for preparedness in 1951, Laura's listeners will be legion. In her own sweet, soft-spoken way, Laura can do a persuasive selling job for many types of products. Why not let Laura use her feminine wiles to give *your* product story a firm, but gentle, push in the Detroit market?

FIRST IN DETROIT *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

Associate Television Station WWJ-TV

WWJ
AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

CHARGE COTTONE 'BIAS' *In Richards Case*

COUNSEL for G. A. (Dick) Richards last week accused FCC General Counsel Benedict P. Cottone of "bias" in the hearing on Mr. Richards' news polices, and called upon the Commission to say whether it supports Mr. Cottone's "interpretation" of the issues.

The charge was made in a reply to the General Counsel's opposition to a petition asking FCC to reconsider and grant the license-renewal applications of the three Richards stations, or, alternatively, to base its decision on their performance since their last renewals [BROADCASTING • TELECASTING, Jan. 15].

Attorneys Hugh Fulton and Joseph W. Burns, chief trial counsel for Mr. Richards, said in their reply that Mr. Cottone's brief—in which he accused them of making "scandalous and scurrilous charges" designed to becloud the issues of the case—failed "completely" to answer any of their contentions.

"The evidence of bias on the part of General Counsel and his failure to answer the questions raised in applicants' brief indicate strongly the necessity for the Commission reconsidering the order now," Messrs. Fulton and Burns asserted, referring to reconsideration of the FCC order designating the renewal applications for hearing.

Ask for Statement

"The Commission should determine whether a prejudiced report by its staff resulted in its ordering a hearing where one was not justified," they claimed. "It should state whether it supports the interpretation of the issues presented by the General Counsel."

Mr. Richards is principal owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland. The hearing involves charges that he ordered newsmen to slant newscasts according to his views.

Counsel for the station owner contended that "the question before the Commission is whether the renewal of the licenses of these three stations is in the public interest." They claimed Mr. Cottone did not contradict testimony that KMPC and WJR "had outstanding records of superiority in public service and programming," and said "the record of WGAR was conceded, as no evidence at all was introduced by General Counsel with respect to that station."

Declaring that FCC "purports" to act solely in the public interest and that accordingly "the judgment of the public with respect to the programming of these stations is of paramount importance," they continued:

> **The testimony of the excellent reputations of the stations constitutes a verdict of the people served by these great stations in favor of the stations and their continued existence and the continuation of their splendid services.**
>
> **Stations that have carried such a splendid reputation in their communities should not be required to engage in a life and death struggle to prove their right to exist. And Mr. Richards, under whose aegis such stations were built from tiny beginnings and under whom they created such an outstanding reputation, should not be required to prove he is a fit character to own stock of radio stations.**

Their reply noted that the hearing on KMPC alone lasted from June 14 to Dec. 4, 1950. With the hearing now completed, they expected that preparation of proposed findings would require "several months" and that Examiner James D. Cunningham, who conducted the hearing, would then need "several months" more to prepare an initial decision.

Messrs. Fulton and Burns recalled that they had accused Mr. Cottone of "suppressing evidence favorable to applicants," and said he had never answered the charge except to say that accusations of improper conduct will be shown false at "the appropriate time."

They suggested that "at such time, he should also make an appropriate showing under oath that Sec. 605 of the Communications Act was not violated in his search for evidence against these stations." (Sec. 605 covers unauthorized publication of communications.)

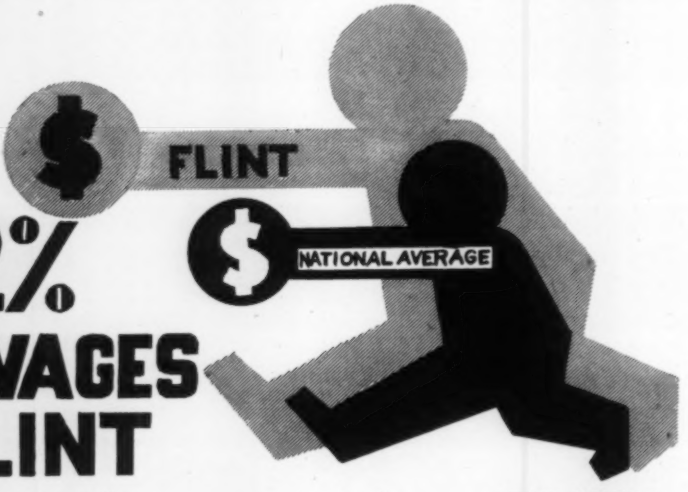
Questions which they said Mr. Cottone's handling of the case had raised, but which his brief did not answer, included:

> **Whether FCC claims the power to control the content of all programs; whether FCC thinks all programs must be "balanced"; whether it feels that broadcasting a program to promote basic Constitutional freedoms requires a station to "broadcast views of those opposing such freedoms"; whether a broadcast by the President requires a station to seek out and present an opposition point of view; whether a station owner "may not decide what type of music will be played," and whether he may not discuss his private political, social and economic views with his employes; and whether FCC claims the power to determine whether news broadcasts are biased or impartial.**

"Those are issues which have been presented by General Counsel," Messrs. Fulton and Burns asserted. "If the Commission is not contending it has the authority which General Counsel is contending for, it should state so now without requiring the applicants to incur further expense of litigation."

Sterling Buys News

STERLING Drug Inc., New York (Phillips toothpaste), will sponsor *Bill Shadel and the News* on NBC, Sundays, 3-3:15 p.m., effective Feb. 4. Dancer-Fitzgerald-Sample, New York, is agency.



32% MORE WAGES IN FLINT

Sell where the money is — FLINT

910 KC

WFDF

FLINT MICH.

These high wages, plus a willingness to spend ($288 million last year) makes FLINT a must on every advertising schedule. Tell YOUR sales story in the rich FLINT market . . . and tell it over FLINT'S *first* station! Buy WFDF* where the money is . . . in FLINT!

AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

** See your latest Hooper*

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

MEMO

from: ARTHUR GODFREY

TO: W. S. Paley, F. Stanton

January 18, 1951

Dear Bill and Frank:

This is the most expensive inter-office memo I have ever dispatched, but there has been a lot of confusion lately about my plans.

January 15 marked seventeen years for me with CBS. We've had a lot of laughs and headaches together, sure, but we've made a couple of bucks, together, too. Rinso, Toni, Pillsbury, Nabisco, Chesterfield, Lipton, and all the others have been swell sponsors. Thanks to all—but I'm going to work for a couple of weeks down at Pensacola, Florida for the greatest sponsor of 'em all—Uncle Sam's Navy. He can pick up my option any time.

Why? Well, last September I won the golden wings of a Naval Aviator at Pensacola. I had coveted those wings ever since I first held the controls of a plane in my hands 31 years ago. I was never able to make the grade because I was crippled up pretty badly in an automobile accident back in 1931. But after 21 years of flying my own and everybody else's airplanes, and accumulating something in excess of 4,000 hours of flying time, Vice Admiral John Dale Price, USN (bless his heart!) gave me the chance to earn my wings at the school at Pensacola.

Now, those wings and the 3 full stripes of my Commander's rank, USNR, make a very pretty picture, but that isn't what I got 'em for. Now that I have won them I want to continue to be worthy of them. So, I am going on active duty again for 2 weeks to learn to fly Navy Jets and to take a refresher course in instrument procedure.

After which, be the good Lord willing, I shall return to my programs on the air February 5th, and on week ends you will find me flying with the Naval Air Reserve Weekend Warriors at Floyd Bennett Field.

Until then, the shows are all in capable hands, and I'll be seein' you.

Sincerely,

SIGNAL CONTROLS

Defense Bills Introduced

DEFENSE Dept.-backed plan to extend executive power over radio, television and other "electromagnetic radiations" was introduced in both chambers of Congress late last week. Hearings on the measure are expected to be held in the near future.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, who introduced the Senate bill (S 537) at Defense Dept. request, said **Friday that his committee** will hold comprehensive hearings because at this time the **legislation appeared to be "drastic."**

Introduction of the identical bills starts the legislative machinery rolling and Capitol Hill indications were that the post-hearings bill will modify the sweeping powers asked by the **military.**

The plan [BROADCASTING • TELECASTING, Jan. 15, 8, 1, Dec. 25] is advocated by the Dept. of Defense "for the greater security and defense of the United States against attack, and for other purposes."

Military men fear that AM, FM and TV signals could be used by an enemy for "homing" aircraft or guided missiles.

The proposed bills clearly would enable the President to impose radio and TV silence as one means of meeting such a threat. Many experts, however, protest that so stringent an approach is both undesirable and unnecessary.

Communications Stressed

They emphasize also the essential nature of the communications facilities in keeping the public informed, bolstering morale, and sounding alarm in time of attack.

On this point FCC and the Continental Air Command are known to be developing a plan designed to permit broadcasting stations to continue in operation during attacks without lending themselves to use by enemy homing devices.

The proposed measures would be an extension of Sec. 606 (c) of the Communications Act, which gives the President, in times of proclaimed emergency, the power to silence or take over, or to suspend or amend the rules applicable to existing radio communications facilities.

The new bill would grant the President power to apply controls in time of war, national emergency, or whenever he deems it advisable in the interest of national security.

Missing from the bills introduced Wednesday was the wording that controls could be applied in times of "strained international relationships" which stirred up anxiety throughout electronics industries when the Defense Dept. approached Congress in December.

In answer to a query about the present strained international climate, a Defense Dept. attorney said the proposed legislation could be applied to the present situation but probably wouldn't be [BROADCASTING • TELECASTING, Jan. 15].

Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, also by request, introduced the measure in the House. The bill (HR 1643) will be either assigned to a subcommittee or there will be hearings before the full Armed Services Committee.

Meanwhile, Sen. Johnson is known to be dubious about giving the military the carte blanche asked. His committee on Friday mailed out the bill with an explanatory letter to all interested government agencies. And, in what was considered an unusual move, the letter requested agencies to "expedite" their replies.

Sen. Johnson is anxious that all interested parties, governmental or civilian, appear at the hearings. Exact date for the hearings has not been set but it is expected to be announced shortly.

In a letter to Sen. Johnson, dated Jan. 16, Marx Leva, Assistant Defense Secretary, requested that "further justification for the urgent necessity of this legislation be given to you in secret session." Probably, the military would get this opportunity during an executive session of the regular hearings.

Hooper Proves
IT IS BIG TOO!

market? MASON CITY IOWA Northern Iowa — Southern Minn. are wealthiest (per capita) markets in U. S.

station? kglo 1300 KC, 5000 Watts full time — CBS affiliate.

coverage? kglo Check Hooper below — KGLO dominates with twice as many listeners as all other stations combined.

HOOPER *RADIO* AUDIENCE INDEX

City: Mason City, Iowa • Total Coincidental Calls This Period: 6,217 • Period: Fall, 1950

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS IN USE	KGLO (CBS)	A	B	C	D	E	OTHER AM&FM	HOMES CALLED
MON. THRU FRI. 8:00 A.M. — 10:00 A.M.	23.5	**65.7**	18.0	*	7.1	2.9	3.3	2.9	1,258
MON. THRU FRI. 10:00 A.M. — 12:00 N.	17.4	**80.6**	8.8	0.6	4.1	2.4	2.4	1.2	1,275
MON. THRU FRI. 8:00 A.M. — 12:00 N.	20.5	**71.9**	14.2	0.2	5.9	2.7	2.9	2.2	2,533
MON. THRU FRI. 12:00 N. — 3:00 P.M.	26.5	**77.9**	9.6	*	5.8	2.4	2.9	1.4	949
MON. THRU FRI. 3:00 P.M. — 6:00 P.M.	20.1	**72.3**	14.8	*	(8.2)	0.6	2.6	3.2	958
MON. THRU FRI. 12:00 N. — 6:00 P.M.	23.3	**75.5**	11.8	*	(6.7)	1.7	2.8	2.2	1,907
SUN. THRU SAT. 6:00 P.M. — 8:00 P.M.	41.7	**70.2**	13.6	2.0		2.6	10.3	1.3	876
SUN. THRU SAT. 8:00 P.M. — 10:00 P.M.	35.6	**67.2**	16.4	*		0.4	13.8	2.2	901
SUN. THRU SAT. 6:00 P.M. — 10:00 P.M.	38.5	**68.8**	14.9	1.1		1.6	11.9	1.8	1,777

* No listeners found in sample.

"SHARE OF RADIO AUDIENCE" represents the proportion of the total radio audience listening to a particular station. Base for "RADIO SETS IN USE" is "Total Homes Called."

COPYRIGHT 1950, C. E. HOOPER, INC.

Lee STATIONS

kglo

IN ITS 15TH YEAR OF SERVING AND SELLING

For availabilities write or call
Walter Rothschild, Nat'l. Sales Mgr.
Lee Stations, Quincy, Illinois

Affiliated with WTAD, Quincy, Illinois — Represented by Weed & Company

---

CORRESPONDENTS

Radio Group Cancels Dinner

ANNUAL dinner of the Radio Correspondents Assn., scheduled Feb. 3, was cancelled last week following a series of behind-the-scenes maneuvers growing out of cancellation of similar dinners by White House Correspondents Assn. and White House Photographers Assn.

The White House correspondents and photographers dinners were said to have been called off due to cost of booking suitable talent. Official reason given in both cases was based on the national emergency.

The radio announcement stated: "The Radio Correspondents Assn. regretfully announces the concellation of the Ninth Annual Dinner in honor of the President of the United States, Feb. 3 at the Hotel Statler, Washington, since the President now finds he will be unable to attend."

THEODORE COTT, managing director of NBC radio and TV programs, spoke on "Impact of War on Radio and Television" at Advertising and Sales Club of North Jersey, Jan. 18, held in Paterson.

the TOUR TEST *proves*

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

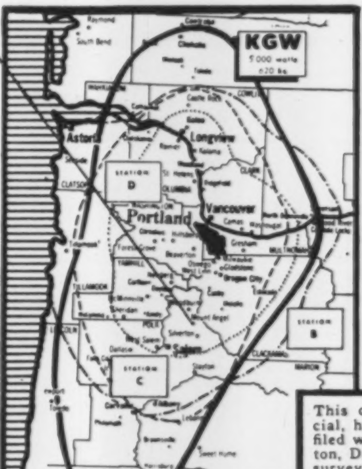
......*in the OREGON MARKET*

Cooperation is the keystone in the success of Mt. Angel's economic history. Five farmer-owned co-operative organizations — a creamery, hop-producing co-op, flax plant, oil co-op and a co-operative warehouse and grain elevator — have strengthened and stabilized the prosperity of this Oregon community. Mt. Angel's cheeses are world-famous ... a Mt. Angel dairy cow recently set a world's record for butterfat production. KGW's COMPREHENSIVE COVERAGE of this healthy, growing market was proven by a recent Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by Mayor Jacob Berchtold of Mt. Angel. KGW delivers Mt. Angel, as it deliver the rest of the nation's fastest-growing market!

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)


KGW
5000 watts
620 kc
Raymond
South Bend
Astoria
Longview
CLATSOP
STATION D
St. Helens
COLUMBIA
Vancouver
Portland
Camas
Gresham
MULTNOMAH
Forest Grove
Beaverton
Oregon City
TILLAMOOK
YAMHILL
Mount Angel
STATION B
Silverton
Salem
POLK
CLACKAMAS
MARION
STATION C
LINCOLN
Sweet Home
Junction City
Eugene

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BASEBALL HARMONY

NAB Plan Accepted

CLOSER working relationship between baseball and radio-television stations and networks was set up last week by representatives of NAB, Radio-Television Mfrs. Assn. and National Assn. of Professional Baseball Leagues.

Working in harmony for their mutual benefit, as contrasted with the partial TV ban adopted the week before by the National Collegiate Athletic Assn. [BROADCASTING • TELECASTING, Jan. 15], the professional baseball officials accepted a promotional plan offered by NAB.

Under this plan NAB will prepare a promotional package of ideas and suggestions to be used by minor league clubs in boosting baseball attendance through radio and other means. The package will be distributed to minor league clubs at their seven regional meetings to be held during February, according to George M. Trautman, NAPBL president.

NAB and RTMA spokesmen met last Monday with baseball officials at Mr. Trautman's office. He called the meeting after conferring in December with C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, and his son, Jerry Jordan, who has produced extensive research material on the effect of TV on gate receipts.

Mr. Trautman said Monday he did not concur with extremist views that baseball broadcasts were ruining or entirely to blame for loss in attendance last year.

William B. Ryan, NAB general manager, outlined NAB's promotion plan to promote attendance in minor league areas. He said he was confident stations will cooperate. James D. Secrest, RTMA general manager, promised cooperation of the manufacturing industry.

The promotion plan ties into the 1951 Golden Anniversary of the American League and Diamond Jubilee of the National League.

NAB and RTMA agreed to consult NAPBL if the latter decides to conduct a research project to find the causes of decline in minor league attendance. Major league spokesmen agreed to maintain more strict supervision of major league game broadcasts in order to eliminate local friction with minor league clubs.

Meeting Participants

Also taking part in the meeting were Ben Halpin, RCA, and Dave Davis, General Electric Co., for RTMA; Justin Miller, NAB president; Charles Segar, National League Service Bureau; Lou Carroll, National League attorney; L. C. McEvoy, American League Broadcasting Dept.; Ben Fiery, American League attorney; Philip Piton, Robert Fuch, of Mr. Trautman's office.

Status of college football telecasts was uncertain last week following the Jan. 12 decision of National Collegiate Athletic Assn. to declare a partial and controlled moratorium on football telecasts.

The NCAA TV Committee, whose recommendation was adopted by the full association, was reappointed. Tom Hamilton, U. of Pittsburgh, is chairman. Other members are Ralph Furey, Columbia U., and Willis Hunter, UCLA.

A TV Steering Committee is to be named.

"We have a splendid base for future relationships with the TV industry," Mr. Hamilton told BROADCASTING • TELECASTING. He voiced surprise that so little opposition to the TV resolution had developed on the convention floor.

During the floor discussion Bernie Moore, of the Southeastern Conference, reminded that Georgia Tech contended its attendance had been affected "very little" by television, with no effect on small colleges or high schools.

Suggestion was heard in many quarters after the convention that some colleges, perhaps many, will be willing or anxious to have their games telecast. The NCAA resolution carries no means of enforcement.

Text of the formal resolution:

WHEREAS, there is positive evidence that live television broadcasts have an adverse effect on attendance at college football games, and

WHEREAS, the future growth and further expansion of the television industry indicate that this adverse effect on attendance will become increasingly greater, and

WHEREAS, television has spread across sectional lines and involves colleges in all parts of the country necessitating collective action and agreement, and

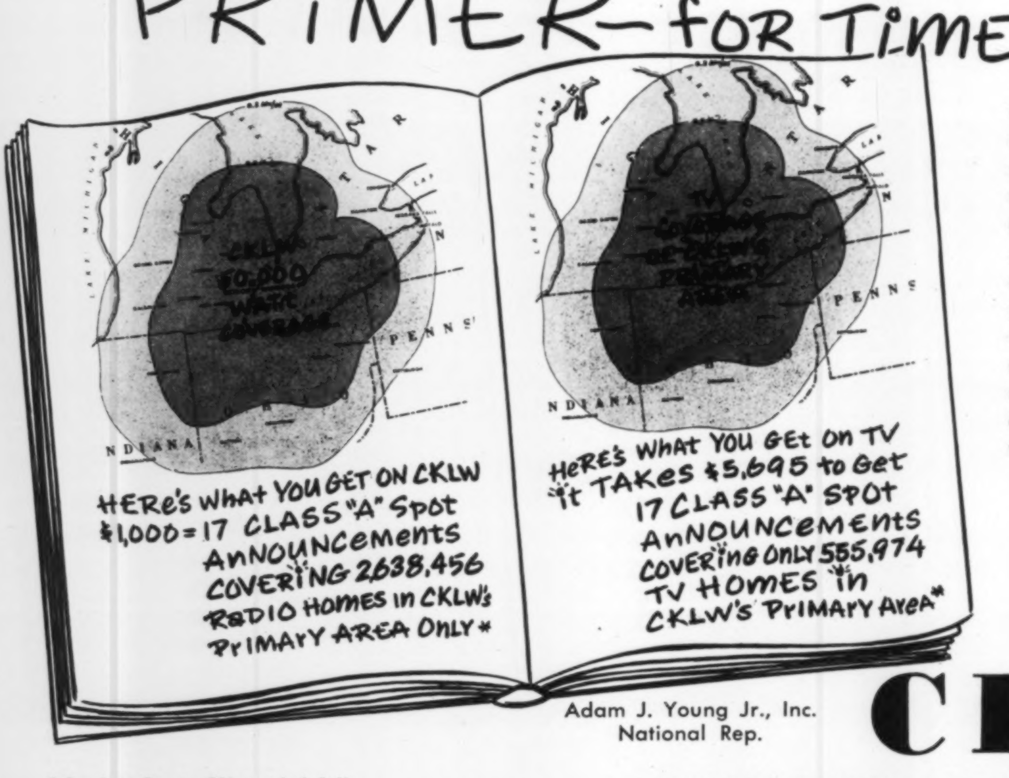
WHEREAS, loss of football gate receipts from drop in attendance threatens the economic structure of college athletics and the necessary support for essential physical training programs;

It is resolved that the members of the NCAA agree to declare a moratorium on live telecasting of college football games for 1951, and

It is further resolved that members will cooperate with the NCAA and the television industry to experiment with all types of television broadcasting to include such methods as delayed showing of films, use of highlights and special features, Phonevision, Skiatron, theatre television, special controlled live telecasts, and any other methods which may be developed.

It is further recommended that a committee consisting of one member from each NCAA District be appointed by the Executive Committee to work on and direct this project of the NCAA.

PRIMER—for TIME BUYERS


CKLW 50,000 WATT COVERAGE
PENNS
NDIANA
HERE'S WHAT YOU GET ON CKLW
$1,000 = 17 CLASS "A" SPOT ANNOUNCEMENTS COVERING 2,638,456 RADIO HOMES IN CKLW'S PRIMARY AREA ONLY *
PENNS
NDIANA
HERE'S WHAT YOU GET ON TV
IT TAKES $5,695 TO GET 17 CLASS "A" SPOT ANNOUNCEMENTS COVERING ONLY 555,974 TV HOMES IN CKLW'S PRIMARY AREA*

Using 17 spot announcements it costs over 5 times more to use TV than it does to use CKLW's dominant 50,000 watt coverage. *. . . *and* . . . using CKLW you reach over 5 times more homes than you reach by using TV. *Which means* . . . in this area it costs over 25 times more to reach one TV home than it does to reach one radio home when you use CKLW.

For more facts and figures on the sales impact of CKLW write today for the "Primer". A complete 8 page booklet that every time buyer will want to read before dealing with clients.

50,000 WATTS • 800 KC

CKLW

Adam J. Young Jr., Inc.
National Rep.

* *Cuyahoga County, Ohio not included!*

GUARDIAN BUILDING • DETROIT 26

FOR COVERAGE WITH A +

REGIONALLY

WGY and only WGY with its powerful 50,000 watts serves 53 counties in 5 northeastern states. Included in this tremendous coverage picture are 21 major metropolitan markets each with 25,000 or more people within its retail trading area.

HOOPER ***SHOWED*** *IT . . . . BMB* ***PROVED*** *IT*

HERE THEY ARE

NEW YORK

ALBANY	**HUDSON**	**NORWICH**	**SARATOGA**
AMSTERDAM	**JOHNSTOWN**	**ONEONTA**	**SCHENECTADY**
GLENS FALLS	**KINGSTON**	**ROME**	**TROY**
GLOVERSVILLE			**UTICA**

MASSACHUSETTS

ADAMS
NORTH ADAMS
PITTSFIELD

VERMONT

BARRE
BENNINGTON
RUTLAND
BURLINGTON

. . . add to this the home **counties** in which these 21 **cities** are located and you have a richly concentrated market of 2,980,000 people with spendable incomes in excess of 3 **billion** dollars

LOCALLY

In the 11 county area recognized by the Commerce Department of the State of New York as "The Capital District", the actual BMB **county** by **county** breakdown showing the percentage of radio families comprising a station's weekly nighttime audience is as follows:

COUNTY	WGY	STATION A	STATION B	STATION C
ALBANY	90%	82%	63%	67%
COLUMBIA	84%	32%	25%	35%
FULTON	87%	22%	14%	22%
GREENE	87%	19%	29%	36%
MONTGOMERY	96%	31%	16%	21%
RENSSELAER	88%	88%	53%	55%
SARATOGA	96%	57%	45%	45%
SCHENECTADY	91%	77%	54%	52%
SCHOHARIE	97%	43%	—	16%
WARREN	91%	—	19%	18%
WASHINGTON	93%	32%	30%	29%

With a BMB average of 90% WGY leads its closest competitor by more than 45% for the combined 11 counties of New York State's Capital District. In no instance does **any** area radio station surpass WGY in the number of nighttime listeners—**even in home counties.** In daytime listening one station enjoys a slight margin in only **one** county. Here is the actual **station** by **station** comparison

	TOTAL WEEKLY AUDIENCE DAY	 NIGHT
STATION WGY (50,000 W)	428,160	451,230
STATION A (5,000 W)	163,910	171,940
STATION B (10,000 W)	107,910	113,360
STATION C (1-5,000 W)	115,510	121,220

So remember, for complete **coverage** of a vast 53 county area **plus** concentrated coverage of New York State's 3rd market, the Capital District, your best radio buy is **WGY.**

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Represented Nationally by NBC Spot Sales

WAVE DOESN'T TRAP BEAR (Ky.)!

Since the great Dan'l Boone's day, almost the only Bear in our State is a little town down deep in Kentucky's wooded area—and this one is too far away for WAVE to trap!

Instead of mama, papa and baby Bear, however, WAVE does snare the *people* in the populous Louisville Trading Area. They buy and sell at a rate 41% above the combined average of all the people (and Bears) outside our 21-county broadcast zone. They are the biggest "game" in these parts!

If you're hunting sales, you don't want Bear. Let us or Free & Peters show you some real shootin'!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BBC MONOPOLY STILL

Commercials Rejected

PROPOSALS for commercial broadcasting and telecasting in England were rejected last week by a government committee which recommended BBC should keep its monopoly of non-commercial radio and TV programs in British homes.

The suggestion was made, however, that commercial organizations should be allowed to produce their own television service for showing in movie theatres. The committee saw little immediate danger from commercial stations in Luxembourg, France and Ireland whose programs are beamed into England, provided they avoid "political propaganda and other even less desirable things."

Possibility of an American invasion of the European airwaves also was seen, but the committee assumed the Americans would agree to avoid the same so-called undesirable programming.

The committee, which has held more than 60 meetings since mid-1949, is composed of 12 members with Lord Beveridge, the 71-year old Liberal reformer, as its chairman. The members represent the three political parties and also include a trade union delegate, industrialists and educators.

The committee's 900-page report said BBC should remain a single independent body under the direction of its governors, but it should progress towards "greater decentralization, devolution and diversity." It proposed the establishment of broadcasting commissions in Scotland, Northern Ireland and Wales to safeguard against "Londonization."

Among the report's 100 recommendations were proposals for Renewal of the BBC charter indefinitely, with review of its operation every five years; increase in the number of governors from seven to nine, with all serving on part-time basis; development of VHF radio in order to permit allocation of more local stations; greater independence for TV; consideration of large-screen TV for schools; more local news.

Selwyn Lloyd, a Conservative member of the committee who differed with the majority report objected to the BBC monopoly. Three others felt advertising might be included in the BBC programs.

The majority rejected sponsored shows outright on the grounds this "puts the control of broadcasting ultimately in the hands of people whose interests is not broadcasting but in selling of some other goods or services or the propagation of particular ideas." Similarly, the majority felt comercial TV should not be allowed in the home.

Safeguards Needed

The committee also felt safeguards should be found to prevent the commercial television organizations getting a monopoly right to sports events and other "spectacles" and such rights should be made equally available to BBC.

The Beveridge group, however indicated it was aware of the dangers of monopoly control by such an organization as BBC. The group said that "when a sense of mission such as animates the BBC is combined with security of office it may grow into a sense of divine right." It was expressed there should be more opportunity for suggestions from outside the BBC.

Governors of BBC and not political parties should have the ultimate responsibility of deciding who should make controversial broadcasts, the committe stated, expressing hope there would be no recurrence of "anything comparable to what happened between the wars when Mr. Winston Churchill, by desire of the party leaders, was denied the opportunity of broadcasting on India."

The committee illustrated the impact of radio by stating three out of every four adults at any given time on a winter's evening are listening to BBC.

AGENCY GAIN

Census Study Shows 306%

FINAL figures released by the Bureau of the Census show that U. S. advertising agencies reported receipts of $395 million in 1948, according to the "Announcement of 1948 Census of Business—Area Bulletins." The agency total showed a 306% gain over the 1939 figure of $97 million.

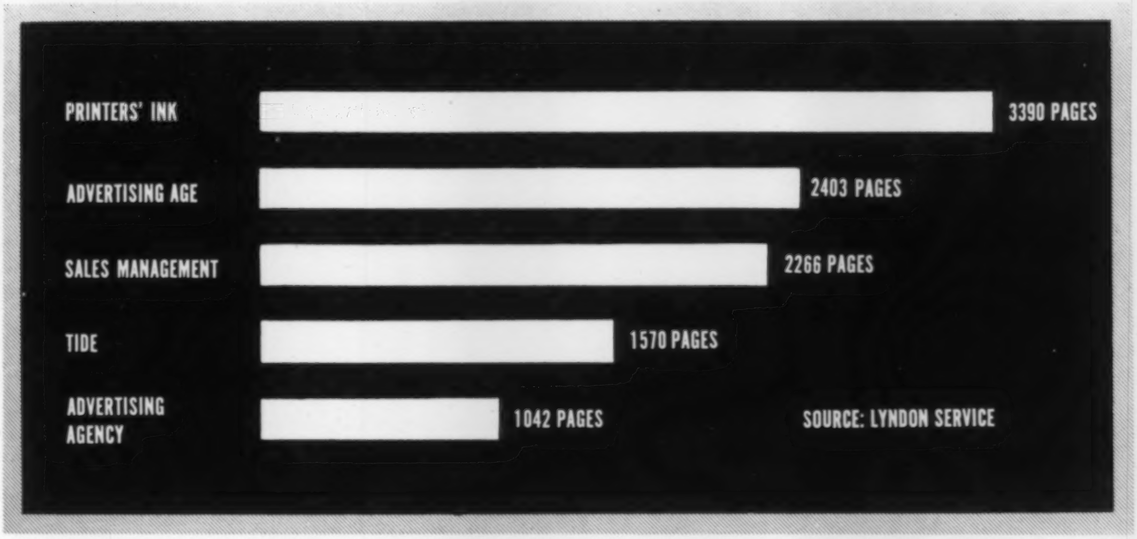
Total number of agencies increased from 1,628 in 1939 to 3,279 in 1948, representing an increase of 101%. Average agency gross receipts amounted to $120,425 in 1948, as compared to an average gross of $59,811 in 1939.

Employment in agencies increased 129% in the period 1939-48, from 16,936 to 38,739, figures computed for the workweek ending nearest Nov. 15 in both census years. The annual pay roll more than tripled, increasing from $54 million in 1939 to $194 million in 1948, reflecting an increase in the average annual wage (full and partweek combined) of from $3,162 FINAL figures released by the to $5,017.

Six states, New York, Illinois, Michigan, California, Pennsylvania and Ohio, accounted for 81% of the total dollar volume. The number of agencies increased in New York by 120%, in California by 107% and in Michigan by 100%.

Data for cities, counties, metropolitan areas and states for advertising agencies and other service businesses, and for retail and wholesale trades, are being issued in a series of 1948 Census of Business Area Bulletins which may be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

again in 1950,
Printers' Ink carried more
pages of advertising than
any competing publication



Printers' Ink carried:

987 or 41.07% more pages than ADVERTISING AGE
1124 or 49.60% more pages than SALES MANAGEMENT
1820 or 115.92% more pages than TIDE
2348 or 225.34% more pages than ADVERTISING AGENCY

Printers' Ink | THE MAGAZINE OF MARKETING FOR ADVERTISERS AND FOR ADVERTISING TO ADVERTISERS in 1951

IN GREENSBORO, N.C.
W CBS I G

"The Prestige Station of the Carolinas"

HOOPER **RADIO AUDIENCE** INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.–12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.–6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

AWRT MEETING

First Convention April 6-8

AMERICAN Women in Radio & Television, successor to NAB's Assn. of Women Broadcasters, has a nucleus of 50 members who have pledged to pay dues and take active part in the first onvention, to be held April 6-8 at the Hotel Astor, New York.

Plans for a national membership campaign have been drawn up by Dorothy Spicer, organizing director who is temporarily headquartering at NAB's Washington office. Former AWB district chairmen will head the drive in each area.

Doris Corwith, of NBC, New York district chairman, reviewed objectives of the associaton at a Jan. 11 meeting of organizers. These are: To provide a medium of exchange of ideas which will help women become greater commercial assets to their stations and networks; to encourage greater cooperation between women in radio and television and those in closely allied fields; to increase women's opportunities to be of service to the broadcasting industry as a whole.

Changes in Requisites

Membership qualifications have been broadened to include as active members professional women broadcasters employed by radio or television stations or networks in executive or creative positions. Active members will pay dues of $12 per year. The two types of associate members are women employed in radio or television by commercial organizations such as advertising and publicity agencies, trade associations, transcription companies and package program producers, who will pay $25 dues; and women employed in radio or television by non-commercial organizations such as government, educational and religious institutions, who will pay $15 dues.

A tea for former AWB members was held Jan. 17 in Washington. A two-day conference for Michigan and Indiana AWB members will be held Feb. 10-11 in Detroit with Bess Wright, WKMH Dearborn, Mich., and WWJ-TV Detroit, as chairman. Miss Spicer will address the Feb. 11 luncheon at Detroit.

Edythe Meserand, WOR New York, is chairman of the April convention committee, with Miss Corwith vice president. Margaret Cuthbert, NBC, heads the nominating committee. Dorothy Kemble, MBS, replaces Linnea Nelson, J. Walter Thompson Co., as code committee chairman.

WSFL Now WJKO

CHANGE of call letters of WSFL to WJKO Springfield, Mass., as of yesterday (Jan. 21) was announced by C. M. Manitsas, general manager. He added that WSFL-FM has also changed to WJKO-FM.

Buys Rival's Time

THE GOLDEN Rule seemed to be working in Omaha, Neb., last week as it was announced that WOW-AM-TV Omaha was buying daily rush-hour spots on a competing Omaha station, Transit Radio outlet KBON-FM, to plug specific nighttime radio and TV shows carried by the WOW outlets.

WJMR's STAND

Replies to Royal Request

WJMR New Orleans last week contended FCC does not have authority to dismiss its application for a change in facilities as requested a fortnight ago by Royal Broadcasting Corp., competitive applicant [BROADCASTING • TELECASTING, Jan. 15].

WJMR won out over Royal Broadcasting and another applicant, Gretna and Lower Coast Radio and Broadcasting Corp., in a hearing examiner's proposed ruling to grant the station change from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc. Royal Broadcasting charged the WJMR bid should be dismissed on grounds changes in officers and proposed stock transfers disqualify it.

WJMR told the Commission in its reply that a dismissal would have the same effect as denying the application without affording the right to hearing. The station also pointed out it has filed no petition to amend its application. FCC's alternatives, WJMR said, are (1) to proceed to final action upon the record before it, or (2) to set aside the initial ruling, remand it to the hearing examiner, and reopen the record to receive added data on ownership changes.

CANADA RATINGS

U.S. Shows Lead Top 10

ONE CANADIAN show made the first 10 evening shows in December in the national rating report of Elliott Haynes Ltd., Toronto. Leading 10 of 36 evening shows were *Charlie McCarthy* with rating 35.4, *Amos 'n' Andy* 30.7, *Radio Theatre* 30.7, *Our Miss Brooks* 27.9, *My Friend Irma* 21.3, *Suspense* 20.6, *My Favorite Husband* 20.5, *Twenty Questions* 20.4, *Boston Blackie* 19.7 and *Your Host* (Canadian show) tied with *Aldrich Family* 19.2 rating.

Daytime network programs, 20 in all, were led by *Ma Perkins* 15.8, *Big Sister* 14.7, *Pepper Young's Family* 14.6, *Right to Happiness* 13.6, and *Kate Aitken* (Canadian show) 12.7.

Of the 26 French-language evening shows, the leading five were *Un Homme et Son Peche* 34.2, *Radio Carabin* 30.1, *Metropole* 28.3, *Le Cure de Village* 26.5 and *Tentez Votre Chance* 25. Daytime there were 16 French-language programs, led by *Jeunesse Doree* 24.9, *Rue Principale* 24.5, *Grande Soeur* 22.9, *Maman Jeanne* 22.9, and *A l'Enseigne des Fins Gourmets* 22.4.

How to solve your tower problems

Specify Blaw-Knox

You can be sure of maximum radiating efficiency and tower strength when you specify guyed or self-supporting Blaw-Knox towers . . . for AM, FM or TV.

Blaw-Knox engineers and Graybar are familiar with your tower requirements . . . whether they are problems presented by extreme wind velocities, heavy ice and snow loads or difficult terrain. They've solved them in hundreds of tower installations—they can solve yours.

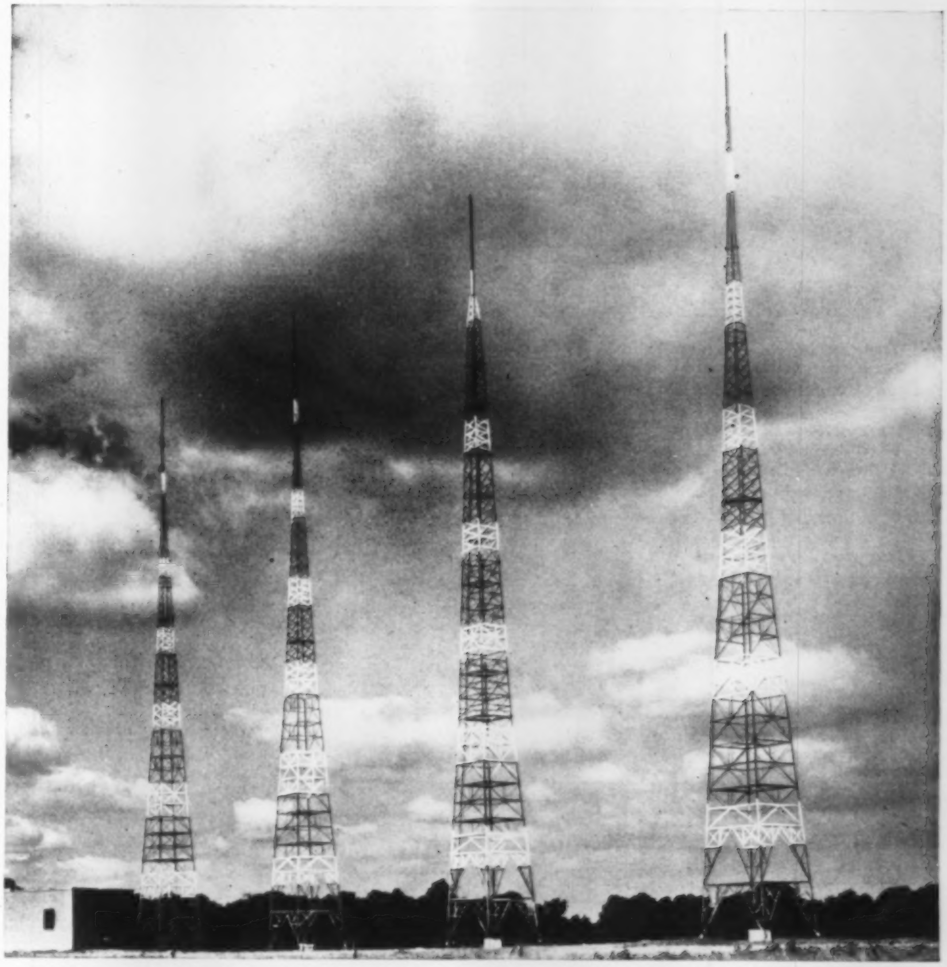
Take advantage of Graybar service

Blaw-Knox towers—in fact, *all* of your broadcast equipment needs—are available through your near-by Graybar office.

Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station contruction, of transmitter and studio expansion or modernization.

Remember, too, that Graybar distributes everything you need in wiring, ventilating, signaling, and lighting equipment . . . maintains a nation-wide warehouse system to help you get deliveries on schedule. Graybar Electric Co., Inc.: Executive offices: Graybar Building, New York 17, N. Y.

5110



Four self-supporting Blaw-Knox towers beam clear, strong signals the year round to Station WERE's audience in the Cleveland area—a typical Graybar job.

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
J. J. Connolly, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

THIS Task Group of the Radio, Television and Household Appliance Wholesale Advisory Committee of the National Production Authority has recommended a program to conserve supply of materials for maintenance and repair of radio and television sets and household electrical appliances [BROADCASTING • TELECASTING, Jan. 15]. L. to r: Sam Rosenthal, Hyland Electric Co., Chicago; K. G. Gillespie, Jenkins Music Co., Kansas City, Mo.; Lealis L. Hale, Hale & McNeil, Monroe, La.; W. G. Peirce, Peirce-Phelps Inc., Philadelphia; Harry E. Williamson, Williamson & Davis Co., Washington; Leslie P. Doidge, National Production Authority; James H. Simon, chairman, Simon Distributing Corp., Washington; Benjamin Gross, Gross Distributors Inc., New York; George N. Tobias, Radio Distributing Co., Detroit, and Marvin N. Bray, General Appliance Storage Co., Alexandria, Va.

KIXL CHANGES

Elects New Board, Adds Stock

REORGANIZATION of the Variety Broadcasting Co., owner of KIXL Dallas, Tex., was announced a fortnight ago by Lee Segall, president of the firm, after a meeting of the stockholders. Four new directors were elected and the authorized capitalization of the firm was increased from $125,000 to $175,000.

New directors elected were Julius Schepps, Julian Bobo, Robert Strauss and Henry Pearlstone. Mr. Segall was re-elected to the board and to the presidency. The new board of directors also elected Ted Strauss, vice president, and Tom Massey, secretary-treasurer.

Stockholders include Actors Tyrone Power, Robert Taylor and William Holden, among others. Proceeds from sale of the newly authorized stock, upon which present members have an option, will be used in the purchase of the studio building at 1401 South Akard which KIXL has been using since its founding in 1947.

In
NEW ORLEANS
TODAY
it's
WBOK

- BEAMED TO THE MASSES . . . features tops in Hillbilly, Race and popular DJ Shows . . . *OK!*
- TOPS IN PERSONALITIES . . . nationally famous disc jockeys . . . Earle "Gran'pappy" Davis . . . "Okey Dokey"* . . Bob Murphey . . . *OK!*
- BIG COVERAGE . . . LOW COST . . . 1000 watts concentrated coverage in rich 100-mile New Orleans area . . . *OK!*
- . . . plus FULL MERCHANDISING AND PROMOTIONAL SUPPORT FOR YOUR PRODUCT . . . *OK!*

* copyright WBOK, 1950.

WBOK
INCORPORATED
1000 WATTS
800 ON YOUR DIAL
"NEW ORLEANS' *OK* STATION"
Stanley W. Ray, Jr., Gen. Mgr.
REPRESENTED NATIONALLY BY FORJOE & CO.

REP. RATLIFF

KDWT Owner in Texas House

DOWN in the Lone Star State, David W. Ratliff, owner-manager of KDWT Stamford, Tex. was elected to the Texas House of Representatives last year. He was sworn in this Jan. 8 at the opening session.

When the 52d session of the legislature convened, Rep. Ratliff was appointed to the Aeronautics Appropriations, Common Carriers and Labor committees. He also was named vice chairman of the committee on Interstate Cooperation. Appointments were made by House Speaker Reuben Senterfitt, who warned that this session faced some of the hardest problems ever presented to the Texas legislature.

Mr. Ratliff's station took the air in April 1947. He now represents the 115th district in the Texas House, comprising Jones and Shackleford Counties.

KGGF Increases Power

KGGF, ABC affiliate in Coffeyville, Kan., began fulltime operation Jan. 14 with increased power of 10 kw day, 5 kw night. Station formerly operated with 1 kw day, 500 w night. KGGF had been operating with 10 kw daytime for two months under test authority from FCC but did not expand night power until Jan. 14. Construction and installation work was supervised by J. S. Jaminet, KGGF chief engineer. Robert L. Pratt is station manager.

Strictly Business

(Continued from page 8)

eye surgeon and one-time presiden of the American Medical Assn., h was raised in fashionable La Du in suburban St. Louis County. H attended St. Louis Country Da School as a boy, and returned t his native state after militar school to pursue a pre-medica course at the U. of Missouri. Mr North had shifted to Arts an Sciences by the time he took hi B.A. degree in 1929.

His first contact with the business world was as a bulk plan supervisor for Roxana Petroleum Corp. (now Shell) in St. Louis. He held this position for seven years, joining the big Butler Paper organization in 1936. At the Chamber of Commerce dinner where the distinguished salesman award was announced, Mr. North was cited by Butler as having done "as creditable a job as any salesman we have ever had."

In 1942, when wartime paper allocations went into effect, John North went to Jefferson Barracks and enlisted in the Army Air Force. He spent nine months at training camps in this country, and 3 months overseas as a master sergeant in Ninth Air Force Intelligence. He was decorated with the bronze star. After his discharge, he went to Wichita and KANS.

"I have often regretted that I didn't get into radio 10 years sooner," he says. "The industry has a great future, especially in the national spot field."

Decries 'Waste'

When John North pulls out all the stops for national spot radio advertisers usually succumb to his tune. He loudly deplores the waste circulation of network radio "which offers no flexibility, forcing an advertiser to accept a fixed combination of stations and markets."

He played an important part in Radio Representatives most successful invasion of the station representative field two years ago, teaming up with Peggy Stone of New York, also formerly with Taylor-Howe-Snowden, and Tracy Moore, RR's Pacific Coast manager, to put the new company "in the black" within six months. Last fall, RR-Chicago marked its second anniversary by opening enlarged, and resplendent, quarters at 75 East Wacker Drive.

In 1946, Mr. North married Shirley Lord of Kenilworth, Ill. whose father is Carroll J. Lord prominent Chicago attorney. The Norths live at the Town and Garden Apartments on the outskirts of Chicago's loop. Both are sports-minded—Shirley as a swimmer and equestrienne, John as a deep sea fisherman and duck hunter.

Mr. North is a member of the Chicago Radio Management Club. He is a 32d degree Mason and a member of Moolah Temple of the Shrine, St. Louis. His college fraternity is Sigma Alpha Epsilon.

We are in a state of Emergency. We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

6 things that **must be done** if we want to **check inflation**

Inflation can wreck our vital defense program. But the threat of this Sixth Column Enemy can be checked if these six things are done:

1. We must increase production in order to meet defense needs and, at the same time, provide civilian necessities. Up to now peacetime demands have kept production at full blast. Of course, we've *got to* reduce civilian demands. Even then, it is *only* through increased production that we can meet this double need and also help keep prices from rising. *Government, business and labor should discourage wage and profit increases which primarily increase prices without increasing production.*

2. We must support increased taxes to put our government, as nearly as possible, on a "pay-as-you-go" basis. Paying higher taxes is not only cheaper for all of us in the long run but it helps to hold down prices now.

3. We must insist that our government cut non-military expenditures to the bone. Every dollar so cut is an added dollar for the defense effort without extra taxes or borrowing.

4. We must accept curbs on credit. Credit restrictions help assure the supply of materials needed for defense, and help keep prices down, by reducing competition for these materials.

5. We must increase our savings. When we put money into savings or life insurance, we cut the demand for civilian goods and make that money available for investment so businesses and factories can increase production. This helps check inflation. When we lend our savings to the Government, to that degree we make it unnecessary for the Government to borrow from the banks, and that kind of borrowing is inflationary.

6. We must buy only what we need, using credit as sparingly as possible. Otherwise we bid against ourselves for scarce goods, and that pushes prices up.

These things won't be easy for any of us to do. But sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—*Inflation*—from bleeding our economy.

* * * * *

This message is brought to you by the life insurance companies and their agents who believe that to keep America strong is the job of every one of us.

You can help check the Sixth Column Enemy—*Inflation*—by doing your part and by letting your representatives in Government know that you support action they take along these lines.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.

The Obsolete Map

EDITOR:

Just took off my glasses this morning and got a better look at a map hanging in the office and saw that it said across the top "CITIES WITH STANDARD RADIO BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA —1949!"

Please send along the latest of these that you have gotten out.

Larry Parke
Director, Radio & TV
Pearson Adv. Agency
New York

[EDITOR'S NOTE: The latest BROADCASTING • TELECASTING maps are available for $1.00 each, with a quantity discount. Yours is on its way, Mr. Parke.]

* * *

'Professional' Coverage

EDITOR:

This is a belated but enthusiastic thanks for the excellent article you published on *Leave It To the Girls* [BROADCASTING • TELECASTING, Dec. 18, 1950]. Much has been written about this popular show, but I believe BROADCASTING • TELECASTING covered the story more professionally than anything to date.

Thayer Ridgway
Exec. Vice President
Brooke, Smith, French & Dorrance
New York

open mike

'Well-Reasoned'

EDITOR:

Congratulations on the excellent and constructive article on "Sports Threat" in the Jan. 8 BROADCASTING • TELECASTING. This was a fine and well-reasoned presentation and I wish that everyone in Dallas had a chance to see it just as it was written.

C. L. Jordan
Executive Vice President
N. W. Ayer & Son
Philadelphia

* * *

'Time's' Needles

EDITOR:

Time magazine has developed a neat style of news writing which includes rhyming names, asterisks, italics and phrases in parenthesis. *Time* needle on page 44 of the Dec. 25 issue should have included a footnote totalling the number of radio stations in the Washington area the ailing rear admiral could have turned to when he became disgusted with soap operas.

This would, of course, have given the needle to the admiral for inability to turn the dial instead of to radio which seems to be in competition with Mr. Luce. . . .

Frank E. Shaffer
General Manager
WJER Dover, Ohio

* * *

Program Credits

EDITOR:

I was pleased and flattered by your generous review of my program, *You Can Survive an Atomic Attack* featuring Dr. Richard Gerstell [BROADCASTING • TELECASTING, Jan. 8]. However, I was disappointed that no reference was made to its producer or the station of its origin. WCFM in Washington, D. C., made the original two-hour recording. I edited it to a half hour, wrote the commentary and presented it over WCFM on my weekly program, *Capital Events*. Please . . . we live by publicity.

Jean Putnam
Program Director
Cooperative Broadcasting Assn.
WCFM (FM) Washington

* * *

Mail Order Case

EDITOR:

Ref: BROADCASTING, Jan. 8, '51, page 26, "Mail Order Case."

Add another sucker to the list. Since "misery loves company," I would like to know how many other stations were "taken." Jett (of Midland Adv. Agency) told me on the phone that the offer was running on over 400 stations.

I should also like very much to know what course of action these stations are taking.* Our account with the Midland Advertising Agency was turned over to Dun & Bradstreet, as I imagine several others were, and should we hear anything, naturally we will keep you posted. I assume that the FTC and the Postal Inspector have been notified; at any rate that's what we are doing. Please keep us posted on what's happening in this case.

Thanks to BROADCASTING • TELECASTING for a publication that is not only informative, but protective.

William E. Stamps
General Manager
WHIN Gallatin, Tenn.

*** EDITOR'S NOTE: U.S. Post Office Dept. is investigating [BROADCASTING • TELECASTING, Jan. 15.]**

* * *

Awards Made

EDITOR:

On Jan. 14, 1951, at the King and Prince Hotel, St. Simons Island, Ga., the Georgia Juni Chamber of Commerce held i Distinguished Service Award Banquet at which time we honored Georgia's Five Outstanding Young Men of 1950. At this banquet i was our pleasure to award a DSA Key and Certificate to Mr. Car Collins, general manager of Radi Station WCOH Newnan, Ga.

The Distinguished Service Award is the highest award of th Junior Chamber of Commerce an the certificate, signed by Richar Kemler, president, United State Junior Chamber of Commerce, rea "for outstanding community service during the calendar year o 1950."

While we realize it is commo for broadcast people to take th lead in their community life w think this case is interesting inasmuch as he was recommended fo this award by Mr. James Thomasson, publisher, *Newnan Times-Herald*.

Reeve Owen
Chairman, Distinguished Service Awards
Georgia Junior Chamber o Commerce
Columbus, Ga.

On All Accounts

(Continued from page 12)

Armstrong for a long stretch.

Merle's main interest in radio and television, however, has been a mathematical one as a buyer of time. Her high school and college training in math, accounting, statistics and commerce courses prepared her for the demanding figure work of a timebuying job.

Her timebuying duties also involve these accounts: Brown & Williamson Tobacco Corp. (Raleigh and Wings cigarettes and Tube Rose Snuff), which sponsors *People Are Funny* on NBC-AM and national TV spot; Fitzpatrick Bros. (Kitchen Klenzer), TV and AM spot; W. A. Schaeffer Pen Co. which has used TV spot; Pinex Co. (cough syrup), AM spot, and Princeton Farms, popcorn, AM and TV spot.

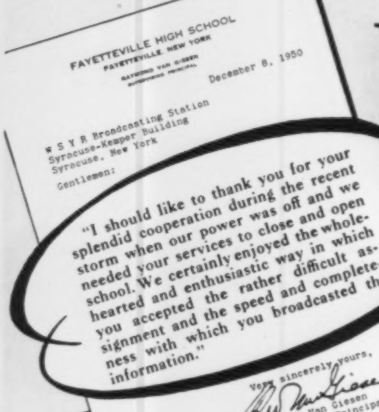
Merle is a member of the Chicago Radio Management Club and the Chicago Television Council.

Boston U. Conference

CONFERENCE on audio-visual education, on both the public school and college level, was held Friday and Saturday (Jan. 19-20) at Boston U. under sponsorship of its public relations and communications school and the Massachusetts Teaching Aid Society. Friday evening, John E. Marshall, administrator, Massachusetts School Building Commission, described the commission's program and its provisions for radio, television and audio-visual education. Representatives of Massachusetts school systems and 14 New England colleges and state departments of education attended.

For Vital News . . . as well as for entertainment —

Central New Yorkers Have Learned to Listen to WSYR



FAYETTEVILLE HIGH SCHOOL
FAYETTEVILLE, NEW YORK
RAYMOND VAN GIESEN
SUPERVISING PRINCIPAL

December 8, 1950

W S Y R Broadcasting Station
Syracuse-Kemper Building
Syracuse, New York

Gentlemen:

"I should like to thank you for your splendid cooperation during the recent storm when our power was off and we needed your services to close and open school. We certainly enjoyed the wholehearted and enthusiastic way in which you accepted the rather difficult assignment and the speed and completeness with which you broadcasted the information."

Very sincerely yours,

Raymond Van Giesen
Supervising Principal

RVG: pw

. . . Public service that assures an Interested Audience for Your Show

WSYRACUSE
AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC AFFILIATE • *Headley-Reed, National Representatives*

ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios

with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.

New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radionics Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS

ZENITH
•LONG DISTANCE• RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

You can't catch Tuna

Tuna, like p

STR

If you want to catch a Tuna, you must bait with his gastronomical preference —which in one-syllable words adds up to "Give him what he likes!"

And so it is with humans. If you want to capture people, you must use the proper lure.

Lang-Worth's musical lures are produced by master craftsmen to attract all

LANG-

FEATURE PRO

113 WEST 57th STREET,

a with Angleworms!

e pople, will only
TRIKE on bait they LIKE

must
ence
ls up

nt to
oper

pro-
t all

types of people . . . solid plus forties and starry-eyed newlyweds . . . Mayflower descendants and foreign born . . . teenagers and glamour gals.

Send today for the booklet, "Luring with Lang-Worth." It illustrates the many specialized Lang-Worth lures and tells what bait to use for each type of human fish in the radio sea.

NG-WORTH
URE PROGRAMS, Inc.
57th STREET, NEW YORK 19, N. Y.

A FEW TYPES OF HUMAN FISH FOUND IN THE RADIO SEA

THE TEEN-AGERS:
Very agile and wary—they travel mostly in "schools" and frequentl influence the feeding habits of othe fish. Lang-Worth Lure No. 4.

THE SOLID PLUS FORTIE
Biggest and most sought-after fis in the Radio Sea—prized for his ri flesh and the sport of landing. Lan Worth Lures No. 1 and No. 2.

THE NEWLYWEDS:
Rarely found in open water—prefer secluded coves and shaded inlets—travel in pairs—most prevalent during June. Lang-Worth Lures No. 5 and 8.

THE GLAMOUR GALS:
Colorful and fast—natural prey of the "Solid Plus Forties" but often lead him to his doom. Nocturnal fishing recommended. Lang-Worth Lure No. 11.

editorial

Luce Thinking

FORTUNE, the Tiffany of the Henry Luce publications, in this month's issue publishes this picture in its New Products feature:

SPEECH
MUSIC

To silence radio commercials automatically, R. C. Jones, above, of Polaroid Corp., has invented an attachment that discriminates between speech and music.

* * *

It's another Luce slam at commercial radio, probably stemming from competitive anguish and his own frustrations in attempting to buy into network radio (he once owned 25% of the Blue, now ABC).

What the cut-line on Mr. Jones' neat little invention that silences radio-commercials does not say is that:

"Speech" includes all emergency announcements . . . air-raid warnings for instance. Since radio is the only means with which to reach practically everybody at once, Mr. Jones' invention would seem to be a remarkably effective answer to the enemy's prayer.

TV's Talent Travail

JAMES H. S. ELLIS, president of the Kudner Agency, has a point, we think, in criticizing television networks for engaging in such fierce bidding for stars as to inflate talent prices beyond sensible levels.

There is no doubt, as Mr. Ellis said in his speech a fortnight ago before the Detroit Adcraft Club, that soaring talent costs are bound to price advertisers out of television.

But we must disagree with Mr. Ellis' condemnation of the principle of networks' owning their own shows, which in his view is the source of the rising talent prices. To Mr. Ellis the fact that NBC-TV owns 50% of the programs on its air and CBS-TV owns 70% of its programming constitutes an undesirable trend toward network control of "editorial content of the air."

It seems to us that the more programs a network owns, the more it fulfills its fundamental responsibilities as a licensee of its owned-and-operated stations and as a program source for its affiliates. The responsibility to broadcast the best programs it can devise is one that no network can conscientiously abdicate in favor of an advertising agency or an advertiser.

So the principle is commendable. It is in the practice that Mr. Ellis can find justifiable fault.

A lot of sensible observers questioned the wisdom of the talent raids which began in radio two years ago and which established the undesirable precedent of a network buying a star for a large salary and selling his services to an advertiser at a loss. As Mr. Ellis said, the purpose behind these raids was to improve quantitative audience ratings. The question now comes home to plague the networks. How much is an increase in rating points worth?

Certainly it is not worth the alienation of advertisers. And if Mr. Ellis, who speaks as one of TV's biggest customers, is right, advertisers are beginning to feel that their interests have been ignored.

Mr. Ellis pointed out that these days individual stars are being paid as much as $40,000 for one TV performance and that program costs run as much as $75,000 an hour. "If this has been done in a two-year period," he asked, "where do we go from here?"

The answer could be that advertisers will go to other media unless some equilibrium is restored. After all, TV has proved a bonanza for talent. Networks and talent alike should recognize this.

In Jumbo Type

There's nothing wrong with the radio picture that good salesmanship can't cure

NOTHING very profound about that quote. It appeared in our Christmas Day issue when the AM "rate adjustment" fervor was at its peak. The thesis of that editorial was that radio needed salesmen—not rate adjustments. Since then—and without benefit of rate-tampering—the major networks have sold more than 16 hours of regularly scheduled time, plus a multiplicity of short-term campaigns. Moreover the renewal rate has been above normal.

To say that this resurgence, wreathing network sales countenances in smiles, is a result of a sudden burst of hard selling, would be stretching it. The answer is that the bluff was called. Preferred positions and desirable adjacencies might be lost to advertisers. So advertisers and agencies buttoned up fast. They were mindful also of what happened in the last lamented emergency when both time and space were at a premium.

So obituaries for radio have gone back to the files. But they are the *pending* files. Radio has a breathing spell. For the nonce, advertisers and agencies have diverted their fire to the high cost of TV, stemming from the crazy bidding among the TV networks for top talent.

And this activity has galvanized the unions into action, resulting in inflated costs. Even jolting Jimmy Petrillo, quiescent for lo these many months, into breaking out in a new place—threatening TV with mayhem or worse.

One has but to talk with network prospects to ascertain what has transpired in radio selling—or the lack of it. Take the airlines case. TWA, which started the *Mr. and Mrs. Blandings* program on NBC yesterday (Sunday) broke the ice and thus opened a new sales vista for the networks.

Mr. Sam J. Henry, director of advertising media of TWA, and an old-hand at radio, tells that story in a letter to this editor:

"Congratulations on the 'sales' editorials you have published in recent issues," he writes. "Recent events more and more bear out the accuracy of your statements." He continues:

> **I hate to say this about old friends and associates, but in the five years I have been in my present position (more or less responsible for TWA's media advertising) not more than three or four salesmen have called on, phoned, or even written me. Yet in this time, TWA has expended several hundred thousands of dollars in radio and TV. During this same period, salesmen from other media have been knocking on our door with amazing persistence and the usual good results. What's wrong with radio selling?**

We suggest that, for the duration, those excerpts be placed on the bulletin board of every network and station sales department—and in jumbo type.

our respects to:

HOWARD PHINEAS ABRAHAMS

ONE of the important requisites of being a good advertising man is to say the right thing at the right time. Howard Phineas Abrahams, manager of the Sales Promotion Division of the National Retail Dry Goods Assn., has been doing that for many years. In his present position, he is also advising others how to do it, telling member-stores all over the country how they can best use radio-TV and other media to advantage.

When he worked in the advertising departments of such stores as Rothschild Bros., Ithaca, N. Y., and Bloomingdale's, New York, Mr. Abrahams occasionally would be confronted by an irate buyer, waving an ad proof in his hand, shouting, not too gently: "It stinks!" Sometimes the buyer would go so far as to say: "I could write a better advertisement myself!"

Howard Abrahams had a special technique for such cases. He said the right thing at the right time—in the right way. "Sit down and calm down," he would say in a friendly manner. "Let me tell you about the experience of my father when he was an accountant for a famous circus." The buyer would usually comply, probably a little surprised at the turn in the conversation.

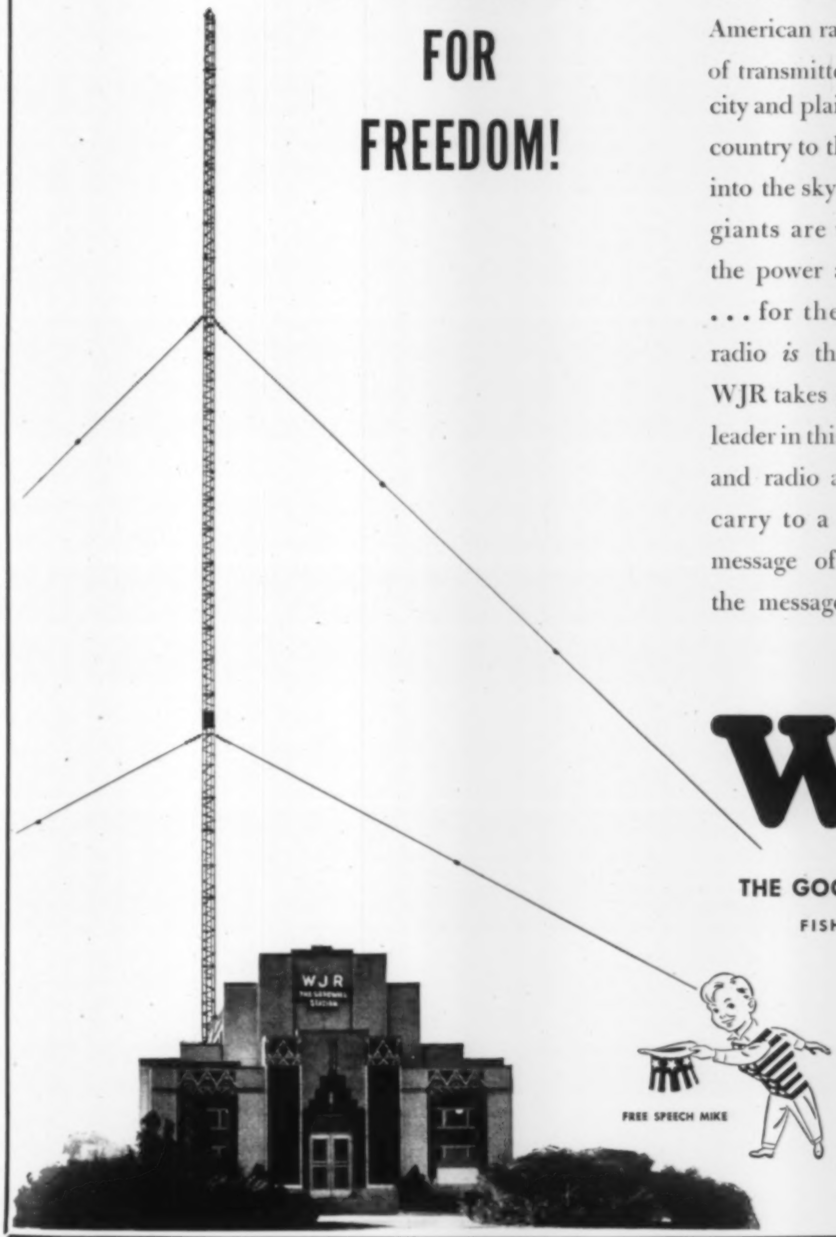
"This circus was going rapidly bankrupt," Mr. Abrahams would continue, "when a brilliant idea hit him. If he could collect all the animal manure and sell it for fertilizer, my father thought he would accumulate enough money to put the circus into the profit side of the ledger. And that is exactly what he did, because guess Mr. Buyer, how much money the circus took in in one year from the sale of manure."

At this, the buyer would usually bend forward eagerly with a cautious estimate of the product's value. No matter what the answer, whether it was $10,000 or 25 cents, Mr. Abrahams would exclaim: "Right! Right on the nose—which shows that you know more about horse manure than you know about advertising."

Born July 12, 1904, in Yonkers, N. Y., Mr. Abrahams got his first advertising experience in 1926 with the Rothschild Bros. Dept. Store in Ithaca, N. Y., one year after graduating from Cornell U. there with a B.S. degree. His title was advertising manager, but his duties included tacking up the advertisements on store bulletin boards and taking a frequent turn at filling in for salesmen, floor managers and

(Continued on page 82)

A TOWER OF STRENGTH FOR FREEDOM!



Standing as living, functional monuments to the voice of American radio are the thousands of transmitter towers rising above city and plain from one end of our country to the other. Reaching far into the sky, these structural steel giants are working symbols of the power and force of freedom . . . for the voice of American radio *is* the voice of freedom! WJR takes great pride in being a leader in this vast system, for radio, and radio alone, is equipped to carry to a troubled world the message of hope and peace—the message of a free America!

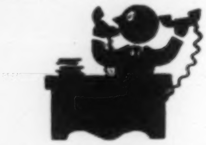
WJR

THE GOODWILL STATION, INC.
FISHER BLDG., DETROIT

CBS
50,000
WATTS

Radio—America's Greatest Public Service Medium

front office



HERBERT L. KRUEGER, commercial manager WTAG-AM-FM Worcester, Mass., appointed station manager. He succeeds late **E. E. (Ted) HILL** [Broadcasting • Telecasting, Jan. 8]. **ROBERT J. BROWN**, manager of local sales, succeeds him as commercial manager. **RICHARD L. GRAVEL**, local sales staff, appointed local sales manager.

Mr. Krueger

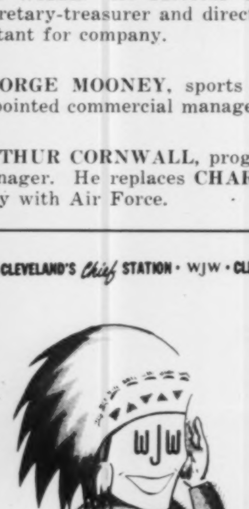
SAM M. FEIGENBAUM, account executive WARM Scranton, Pa., appointed sales manager, succeeding **WILLIAM M. DAWSON**, appointed general manager in October.

BILL BATES, program director WDAF-TV Kansas City, Mo. appointed station manager. **VIC PECK** appointed assistant to manager.

MARTIN L. LEICH, operations manager On The Air Inc. (WGBF, WMLL (FM), Evansville, Ind.; WTMV-AM-FM East St. Louis, Ill.; WBOW-AM-FM Terre Haute, Ind.), appointed general manager WGBF and WMLL. He succeeds **CLARENCE LEICH**, his father, who was secretary-treasurer and director. Elder Mr. Leich will continue as consultant for company.

GEORGE MOONEY, sports director and salesman WHHM Memphis, appointed commercial manager.

ARTHUR CORNWALL, program director WGCD Chester, S. C., named manager. He replaces **CHARLES A. THOMAN**, who reports for active duty with Air Force.



CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Chief been keeping ear to ground
Heap good news for you he tells
Advertisers wise have found
Cleveland's strongest signal SELLS"

CHIEF STATION
RINGS SALES BELL

Profit by using WJW — Northeast Ohio's most merchandising-minded, promotion-minded station.

BILL O'NEIL
PRESIDENT

CLEVELAND'S *Chief* STATION
WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

GEORGE MOSKOVICS, manager of sales development CBS-TV, New York, appointed executive assistant to **MERLE S. JONES**, general manager CBS Pacific Network, KNX-KTSL (TV) Hollywood.

ABC-TV owned-and-operated TV stations appoint **HORACE N. STOVIN** Co., Toronto, as Canadian TV sales representative.

JOHN F. CARLSON appointed commercial manager KWLK Longview, Wash. Was with KTBI Tacoma, Wash.

ALFRED LARSON, sales represenative WDRC Hartford, recalled to Navy.

WALBERG L. BROWN, music director WTAM-AM-FM Cleveland, to WDOK same city as vice president and general manager.

CHARLES JOHNSON, KVSM San Mateo, to KGO San Francisco sales department.

LAVELLE W. HUGHES, chief FCC Minute Branch, Bureau of Secretary, chosen for Civil Service internship program.

STEPHEN B. LABUNSKI appointed to AM sales staff KCMO Kansas City, Mo. He has acted as Congressional assistant in Washington.

LON KING, KNBC San Francisco salesman, to Free & Peters, S. F., as TV representative for Pacific Coast.

HARVEY STRUTHERS, account executive CBS Radio Sales-TV, New York, appointed assistant general manager WEEI Boston. He replaces **WILBUR EDWARDS**, who was appointed director KNX Los Angeles and Columbia Pacific Network operations.

Mr. Struthers

Mr. Edwards

WILLIAM B. MURPHY, manager KSUE Susanville, Calif., appointed station manager KULA Honolulu.

E. HAROLD KEOWN appointed manager WHBS-AM-FM Huntsville, Ala. Was with Frederic W. Ziv Co., Oklahoma City, and was manager KRCT Baytown, Tex.

BUDDY STARCHER, WCAU Philadelphia, appointed managing director WAVL Apollo, Pa.

DOUGLAS FLEMING, general and commercial manager KCFH Cuero, Tex., to KABC San Antonio as sales promotion and merchandising manager.

WORL Boston appoints **The Bolling Co.**, N. Y., as national representive.

EDWIN C. DERRYBERRY and **STUART D. ALLEN** to WTVJ (TV) Miami as account executives. Mr. Derryberry was promotion and commerical manager WWPB same city. Mr. Allen was account executive at same station.

Personals . . .

E. J. HUBER, general manager of KTRI Sioux City, Iowa, appointed radio chairman for Brotherhood Week in state. . . . **KEN CRAIG**, executive assistant to **H. LESLIE ATLASS**, CBS Central Division vice president, being treated for pneumonia at Lutheran Deaconess Hospital, Chicago. . . . **JUDITH WALLER**, director of education and public affairs NBC Chicago, will discuss "An Evaluation of Present Religious Programs" at Butler U. Religious Radio Workshop in Indianapolis today and tomorrow (Mon.-Tues.).

RALPH J. SHADE, account executive WTMA Charleston, S. C., appointed assistant chief air raid warden for Charleston County. . . . **R. MAIN MORRIS**, assistant manager KLZ Denver, appointed public relations and publicity chairman of Denver Kiwanis Club for 1951. . . . **WALTER J. DAMM**, vice president and general manager WTMJ-AM-TV Milwaukee, landed seven-foot sailfish on fishing trip in Florida.

HAROLD E. FELLOWS, executive vice president WEEI Boston, to deliver keynote address in city's observance of Printing and Publishing Week. . . . **WILLIAM R. McANDREWS**, general manager WRC-AM-FM and WNBW(TV) Washington, father of boy, Jan. 12. . . . **ROBERT R. TICHNER**, general manager WNAX Yankton, S. D., appointed to Legislative Commission of South Dakota Education Assn.

EDDIE WHITLOCK, general manager WRNL Richmond, and **GRAEME ZIMMER**, vice president WXGI same city, appointed to head-up Red Cross drive in city.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK DECEMBER 3-9, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE A WEEK (Average For All Programs)			(9.6)
1	1	Lux Radio Theatre (CBS)	22.1
2	2	Jack Benny Show (CBS)	21.1
3	7	Walter Winchell (ABC)	18.3
4	3	Charlie McCarthy Show (CBS)	17.7
5	5	Godfrey's Talent Scouts (CBS)	17.3
6	6	My Friend Irma (CBS)	16.7
7	4	Amos 'n' Andy (CBS)	16.6
8	16	Fibber McGee & Molly (NBC)	15.2
9	8	Red Skelton (CBS)	14.8
10	47	F.B.I. in Peace and War (CBS)	14.8
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.9)
1	1	Beulah (CBS)	12.2
2	3	Oxydol Show (CBS)	11.0
3	5	Lowell Thomas (CBS)	9.7
WEEKDAY (Average For All Programs)			(5.9)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.7
2	3	Our Gal, Sunday (CBS)	9.7
3	6	Ma Perkins (CBS)	9.5
4	2	Romance of Helen Trent (CBS)	9.3
5	4	Arthur Godfrey (Nabisco) (CBS)	9.0
6	8	Wendy Warren and the News (CBS)	8.9
7	5	Challenge of the Yukon (MBS)	8.9
8	9	Big Sister (CBS)	8.8
9	12	Pepper Young's Family (NBC)	8.4
10	17	Right to Happiness (NBC)	8.4
DAY, SUNDAY (Average For All Programs)			(3.6)
1	1	True Detective Mysteries (MBS)	9.3
2	2	Shadow (MBS)	9.3
3	3	Martin Kane, Private Eye (MBS)	8.0
DAY, SATURDAY (Average For All Programs)			(5.8)
1	3	Stars Over Hollywood (CBS)	9.2
2	1	Armstrong Theatre (CBS)	8.7
3	4	Give and Take (CBS)	8.1

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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BUILDING BAN

No Radio-TV Affect—NPA

LATEST ban on commercial construction "is not intended" to affect radio and television stations, a National Production Authority spokesman said last week.

NPA has tightened restrictions on commercial building including that of outdoor advertising signs and certain printing establishments. The move was made last Monday to conserve metals, cement and other materials needed for the defense effort. According to the order, no such construction, except "emergency cases," can be started before Feb. 15.

After that date, builders must get a license from NPA before beginning work on new commercial construction. Small commercial buildings, costing less than $5,000, are not covered by the regulation nor are alterations to existing structures costing less than that figure over a 12-month period.

The new order was seen as a continuation of the NPA stand announced last October which banned new construction for amusement, recreational or entertainment purposes [BROADCASTING • TELECASTING, Oct. 30].

It is apparent that the new order would not affect manufacturing establishments such as electronic manufacturing firms. Under the order, where there is doubt as to whether a building has been legally started, a builder may apply for exemption from the regulation as can those builders claiming "unreasonable hardship."

WEPM Joins Liberty

WEPM Martinsburg, W. Va., has announced that it will become an affiliate of the Liberty Broadcasting System Feb. 1. C. Leslie Golliday, WEPM general manager, said the station has programmed independently since beginning broadcast operations Oct. 13, 1946, and that acquisition of the LBS affiliation will broaden the variety of programming. WEPM also operates WEPM-FM which duplicates AM programs.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

$15,326,000 IN FURNITURE-HOUSEHOLD-AND RADIO SALES*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

CBS

SCRIPT CONTEST

PRC Again Offers Award

PROTESTANT Radio Commission announced last week it will again join in sponsorship of the national script contest of the Assn. for Education by Radio by offering $100 for the best religious radio scripts for 1951.

PRC was a sponsor last year. The contest is being supported for the fourth year by World Book Encyclopedia and Audio Devices Inc. Prizes for winning scripts will exceed $1,000. Students enrolled in radio-TV college classes are eligible. Radio stations and others interested in the contest as a promotional method by offering cash prizes in their area should address inquiries to Dr. Sherman P. Lawton, U. of Oklahoma, who is the contest chairman.

'CHEF'S SAW'

Firm To Honor Requests

ALL listeners who have sent in 50 cents for a "chef's saw" promoted by Thomas J. Lipton Inc. on the Arthur Godfrey *Talent Scouts* show on CBS-TV will receive them, William Sullivan, president of True, Sullivan & Neibert, Long Island City, a mailing firm, told BROADCASTING • TELECASTING.

Query arose with the arrest of Paul Neil Lewis, an employe, who was apprehended in Palm Springs, Calif., on charges of forgery and embezzlement of $82,000.

The money reportedly represented fifty-cent pieces sent in by listeners with a Lipton label, which supposedly went into a special account in the Corn Exchange Bank & Trust Co. in New York set up by the True organization for the Lipton Co.

According to police, Mr. Lewis opened a fictitious account in the name of "Keith Ward" in a branch of the same bank. They alleged he deposited in the account checks drawn to the order of J. Scott Hornsby of the Hornsby & McKinley Co., Hollywood, Calif., manufacturer of the saw, then made systematic withdrawals by checks made out to cash or to himself until he had drained the account of $82,000.

WLPO OWNERSHIP

Involved in Miller Divorce

MRS. RUTH McCORMICK MILLER, publisher of the Washington, D. C., *Times-Herald*, relinquishes her part ownership in WLPO La Salle, Ill., under terms of a divorce granted last week from Peter Miller Jr. on cruelty grounds by Ottawa, Ill., Circuit Judge Louis Zearing.

Mrs. Miller waived alimony under a property settlement in which she gave Mr. Miller all her stock in the *LaSalle News-Tribune* and LaSalle County Broadcasting Corp., licensee of WLPO. The station is a 250-w daytimer on 1220 kc. Transfer of the WLPO stock is subject to FCC approval since Mrs. Miller owns 897 of the 1,020 shares outstanding, a majority interest. Mr. Miller holds the remaining 123 shares.

Mr. and Mrs. Miller have been co-publishers of the *News-Tribune*, Mrs. Miller as president and Mr. Miller as publisher. Mrs. Miller also has been president of WLPO.

Mrs. Miller is the daughter of the late Rep. Ruth Hanna McCormick Sims and the late Sen. Medill McCormick of Illinois. She is the niece of Col. Robert R. McCormick, publisher of the Chicago *Tribune* (WGN, WGNB (FM) and WGN-TV).

3 GOOD REASONS!

WHY MORE NATIONAL ADVERTISERS ARE SELLING THE CENTRAL PENNSYLVANIA MARKET THROUGH WVAM IN 1951

- WVAM, the Altoona area's only full time 1000 watt station, means greater coverage — more homes reached per dollar.
- WVAM's lineup of top-rated CBS shows means better entertainment.
- WVAM—the leader in original local programs produced on a personality basis—means more listeners, day and night.

WARD JOHNSTOWN
CBS
WVAM ALTOONA

Represented by Weed and Company

air-casters

THOMAS FOY, assistant purchasing agent ABC, appointed purchasing agent.

CATHERINE ALICE WOODRUFF appointed continuity director KECK Odessa, Tex. Was with WNOE and WWL New Orleans.

GLORIA BATTERN appointed assistant to promotion director WDGY Minneapolis-St. Paul.

RANDALL JESSEE appointed program director WDAF-TV Kansas City, Mo. He replaces **BILL BATES** (see Front Office). **BOB DICKHOUSE** appointed film room supervisor.

JOEL CHASEMAN, public relations and publicity director WAAM (TV) Baltimore, appointed public service director. He will also continue with his present duties.

PEARL HUMMELL, chief accountant WTAM-AM-FM and WNBK (TV) Cleveland, resigns. She will open own public accounting firm.

BILL NEWMAN returns to WXGI Richmond as staff announcer, replacing **JOHN DRIVER,** who joins Air Force.

BILL SHEEHAN, announcer WDRC Hartford, assigned to moderate weekly *Parade of Youth* forums, featuring Connecticut high school pupils.

BOB DeBARDELABEN, staff announcer WCOG Greensboro, N. C., and Jean Tucker were married Jan. 6.

GEORGE SNADER, KFVD Los Angeles; **DICK BRUCE,** WDSU New Orleans; **REX DALE,** WCKY Cincinnati; **ROBIN SEYMOUR,** WKMH Dearborn, Mich., and **ED TUCHOLKA,** WEBR Buffalo, selected five top disc jockeys in country by *Movie Stars Parade* magazine.

WALTER RANEY, staff announcer WMCA New York, to WABD (TV) New York in same capacity.

CLATE HOLM, program director-chief announcer KOVE Lander, Wyo., recalled to active duty with Navy. **JACK BREECE,** announcer-engineer, to report for duty with Army.

VICTOR B. LINDSEY, KSEK Pittsburg, Kan., to KGGF Coffeyville, Kan., on announcing staff. **JEANNE WILSON** appointed to continuity staff. **PAT ADAMS,** mail clerk KGGF Coffeyville, Kan., and Robert Cole announce marriage.

JIMMY LEWIS, Houston night club entertainer, to KNUZ Houston as singing disc jockey, replacing **PAUL BERLIN,** who enters Air Force. **MAXINE DICKEY,** new to radio, appointed station receptionist. **GUY GARDNER,** KLPR Oklahoma City, to announcing staff. **ALMA TAYLOR,** Houston *Shopping News,* appointed assistant accountant.

CARLTON ADAIR, director of programs and public service Mutual-Don Lee, Hollywood, to represent radio and TV on promotion committee of annual Boy Scouts Circus this spring.

FREDDIE BARTHOLOMEW, film star and TV narrator, appointed associate director WPIX (TV) New York.

ROBERT V. BROWN, program manager KNBH (TV) Hollywood; **DON LAURITZEN,** president Rockett-Lauritzen, Los Angeles; **ALAN YOUNG,** star of CBS-TV *Alan Young Show,* elected directors-at-large for Academy of Television Arts & Sciences.

MICHAEL GRAY to WHBI Newark, N. J., as announcer and director. Was with WSSB Durham and WKWK Wheeling, W. Va.

CONNIE RIORDAN, formerly with NBC, to KCBS San Francisco program department.

DAVE BROWN appointed director of *Wayne King Show* on NBC-TV from Chicago.

WILLIAM V. RAY, production manager KFWB Hollywood, and Loraine Dreiske married Jan. 7.

MARILYN JEAN ROHAN, continuity staff KSTL St. Louis, to WIL St. Louis in same capacity.

RODDY McDOWALL starts five-weekly, quarter-hour *Chris Conway, Rocket Ranger* on Progressive Broadcasting System.

LLOYD H. PETTIT to announcing staff WTMJ-AM-TV Milwaukee after graduation from Northwestern U.

ALAN COURTNEY, director public affairs NBC Hollywood and chairman education committee, Southern California Broadcasters Assn., named to represent SCBA on "Brotherhood At Home and Abroad" institute being presented March 15 by National Conference of Christians and Jews at U. of Southern Calif., L. A. Mr. Courtney has also been chosen to represent SCBA Education Committee on panel discussion of effect of TV on children Jan. 25 at Mingay School, Burbank, Calif.

LEE BOWMAN succeeds the late **RICHARD HART** as star on *The Adventures of Ellery Queen* telecast on DuMont. Mr. Hart died Jan. 2 as result of coronary occlusion.

ALBERTA HACKETT, assistant program director KTTV (TV) Hollywood, and **PHILIPPE de LACY,** station staff director, appointed to newly-created positions of executive directors. Miss Hackett will supervise daytime programs to 6:30 p.m.; Mr. de Lacy evening programs. Full duties involve exercising of budget control, assisting staff directors operationally and creatively, and acting as liaison between directors and clients, program office, sales, etc.

ARCHIE SCOTT, contact producer NBC *$64 Question, Halls of Ivy* and *Dragnet,* recovering following arm fracture suffered in fall.

EDWARD P. RODEN, program manager WHEN (TV) Syracuse, to KTTV (TV) Hollywood as staff director. Prior to WHEN affiliation he was director WBKB (TV) Chicago.

RAY O'CONNELL, charge of audience promotion NBC-TV network, appointed to network's station relations department for television.

ART BARTICK, floor manager KECA-TV Hollywood, and Donna Brown announce marriage.

JERRY ROSS, publicity director ABC Western Division, and Mrs. Ross have adopted boy, William Louis.

TOM JACOBSON, announcer, signed to do his own weekly program, *Musical Clock,* on western stations of Progressive Broadcasting System.

ED REIMERS, staff announcer KTTV (TV) Hollywood, signed for part in forthcoming Filmakers feature film production, "On the Loose."

EASY GWYNN, disc jockey WIBC Indianapolis, awarded *Coronet* magazine's award for "outstanding radio achievement."

CY TUMA, KVOO Tulsa, to announcing staff KOTV (TV) same city.

DOUG WILSON, announcer WSLS Roanoke, Va., father of boy, Jan. 8.

News . . .

Mr. Ruhmann

W. A. RUHMANN appointed farm editor WBAP-AM-TV Fort Worth, Tex. He has been county agent for Tarrant County. He replaces **LAYNE BEATY** who takes position with State Dept.

BOB LEMARY, station manager, and **DAVE KIERNAN,** sports director WCHC Worcester, Mass., College of Holy Cross station, to WAAB same city as sportscasters.

DON SHIELDS, newsman WAVZ New Haven, Conn., to WLCR Torrington, Conn., as news editor.

ERLE SMITH, managing news director KMBC Kansas City, Mo., resigns. He will accept position as director of public relations for Order of DeMolay, Kansas City.

BILL GRIFFITH, disc jockey WKRT-AM-FM Courtland, N. Y., appointed chief announcer and sports editor.

DICK WILLIAMS, WKYW Louisville, Ky., to WCKY Cincinnati on news staff.

HELEN SHENTON, public service and sales department WTOP-AM-TV Washington, to WMAL same city as assistant to **BRYSON RASH,** special events director.

EUGENE HANSEN appointed assistant to Farm Director **VON ORME,** KSL Salt Lake City.

NORMAN SYSE to news staff WDGY Minneapolis-St. Paul after graduation from U. of Minnesota.

ALEX DREIER, NBC news commentator, visiting parents in San Francisco. His news broadcasts will originate there during his stay.

BILL NIETFELD, director of news KCBS San Francisco, elected vice president of Northern California chapter of Sigma Delta Chi, national honorary journalism society.

EDWARD ZUSI, *San Francisco Chronicle,* to KCBS San Francisco as news writer and night overseas producer for CBS.

VICTOR RIESEL, syndicated columnist, starts quarter-hour weekly commentary on KFMV (FM) Hollywood and Pacific Regional Network.

BILL STERN, NBC sports director, chosen "Outstanding Sportscaster of 1950" by *Liberty* magazine.

consumer markets

The book that simplifies the search for market facts

"I consider CONSUMER MARKETS the most valuable single volume an agency can have," says a Media Director. "We would have to have at least five volumes to give us the information found in just CM. It's terrific."

CONSUMER MARKETS fills the needs of agencies, national advertisers, market analysts, media sales and promotion managers for accurate, up-to-date, detailed market facts on every state, county and city of 5,000 and over in the United States.

Write today for Full Explanation Folder detailing the comprehensive data CONSUMER MARKETS puts at your finger-tips.

882 pages of accurate, up-to-date market figures with state-county and major market area maps, organized for greatest working convenience.

SPECIAL STATISTICAL SERVICE: The 350,000 items listed in CONSUMER MARKETS are on IBM cards. Machine Tabulations are available at reasonable cost for quick assembly in any statistical combinations you want for special market studies. Write for estimate on your job.

Consumer Markets

Published by Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

JANUARY 22, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

[illegible] November
Network Users
Page 55

[illegible] Views Present
Freeze Status
Page 55

[illegible] Set Count
By Markets
Page 62

a unique and powerful program – based on stories of the supernatural – is for immediate sale on WOR-tv channel 9.

"trapped!"

holds the eyes of over 300,000 tele-viewers per month.

"Trapped!" brings you these viewers – who are *buyers* – at $6.33 per thousand – or one-fifth of a cent per commercial impression.

"Trapped!" is one of the greatest buys on tv in New York.

call, write or wire

WOR-tv

at 1440 Broadway, in New York

Why you should use feature films in daytime spot television

Larger audiences

Many daytime feature films deliver audiences larger than nighttime local programming. For example:

RATING

In Philadelphia—WPTZ's *Hollywood Playhouse*
(12:30—1:30 PM Monday—Friday) 16.6*

In Cleveland—WNBK's *Stagecoach Theater*
(4—5:15 PM Saturday) 15.3*

In Chicago—WNBQ's *Matinee Playhouse*
(1—2 PM Monday—Friday) 8.9*

**Latest American Research Bureau Rating*

More commercial impact

Scheduling your commercials during a daytime feature film guarantees complete audience attention, unsurpassed impact on viewers.

Increased product identification

Many stations (notably WPTZ, Philadelphia, WNBQ, Chicago and WNBW, Washington) offer in addition to one-minute commercials, product and sponsor identifications in other portions of the feature films . . . all for the price of a one-minute announcement.

Lowest cost

Participations in daytime feature films are invariably lower (usually half the cost) of nighttime announcements.

Where to buy

The best place to start your television schedule in daytime feature film programs is on one or more of the stations represented by NBC Spot Sales. Call your NBC Spot Salesman today and start reaping the benefits of television's most economical buy . . . *Daytime Feature Films.*

WNBT	**New York**
WNBQ	**Chicago**
KNBH	**Hollywood**
WPTZ	**Philadelphia**
WBZ-TV	**Boston**
WNBK	**Cleveland**
***WNBW**	**Washington**
***WRGB**	**Schenectady—Albany—Troy**

**Participations in Daytime Feature Films not currently available, but your NBC Spot Salesman has many other attractive daytime availabilities.*

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JANUARY 22, 1951

BROADCASTING, Telecasting
$7 annually, 25c weekly

FORD TOPS NOV. ADVERTISERS

In Gross Network Buys

FORD MOTOR CO. topped the list of TV network advertisers from the standpoint of time purchases during November 1950, according to the BROADCASTING • TELECASTING analysis of gross TV network time sales compiled by Publishers Information Bureau.

Ford's volume of TV network time that month, figured at the one-time rate before all discounts, was $225,338, of which $65,400 went to CBS-TV for time for *Toast of the Town* and $25,100 for *Ford Theatre*, while NBC-TV billed the motor company $47,138 for time for *Kukla, Fran & Ollie* and $87,700 for *Kay Kyser's Kollege of Musical Knowledge*.

Anchor-Hocking Glass Corp, ranked second in November TV network time purchases, spending $217,593 at gross rates for its 11 p.m.-to midnight *Broadway Open House* series on NBC's video network. R. J. Reynolds Tobacco Co. ranked third with gross time purchases of $30,150 for the *Vaughn Monroe Show* on CBS-TV and of $35,595 for *Man Against Crime* on the same network, plus $123,200 for the five-a-week *Camel News Caravan* on NBC-TV, a total of $188,945. The top 10 users of TV network time in November and their gross time purchases are listed in Table I.

Food Top Product

Analysis of TV network time sales by product groups shows Food & Food Products the most highly advertised class on network television and the only class whose gross TV network time purchases exceeded $1 million in November, totaling $1,135,648. Smoking materials — cigarettes, pipe tobaccos and lighters—ranked second with gross time purchases of $812,969; Automotive—cars, tires and equipment—third with $787,879; Toiletries & Toilet Goods fourth with $681,701; Household Equipment & Supplies, including a wide range of products from laundry soaps to electric refrigerators, fifth with $477,934.

For the 11-month January-to-November period, the same five groups were the leaders, but with Smoking Materials in first place and Foods second, the others retaining the same order as in November. For November 1949 the rank order of the first five groups was Automotive, Smoking Materials, Radios & TV Sets & Musical Instruments, Foods and Toiletries.

The five leading product groups for the first 11 months of 1949 were: Radios & TV Sets & Musical Instruments first, Smoking Materials second, followed by Automotive, Foods and Toiletries in that order.

Table II breaks down the product group advertising on network TV for November and January-to-November, with 1950 gross time sales compared with those for the same month and 11 month period of 1949.

* * *

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN NOVEMBER 1950

1. Ford Motor Co.	$225,338
2. Anchor-Hocking Glass Corp.	217,593
3. R. J. Reynolds Tobacco Co.	188,945
4. General Foods Corp.	174,720
5. P. Lorillard Co.	165,180
6. Chrysler Corp.	161,970
7. National Dairy Products Corp.	154,795
8. Liggett & Myers Tobacco Co.	150,515
9. Philco Corp.	147,664
10. Colgate-Palmolive-Peet Co.	128,815

TABLE II

GROSS TV NETWORK TIME SALES FOR NOV. AND JAN.-NOV. 1950 BY PRODUCT GROUPS COMPARED TO NOV. AND JAN.-NOV. 1949

PRODUCT GROUP	NOV. 1950	JAN.-NOV. 1950	NOV. 1949	JAN.-NOV. 1949
Agriculture & Farming	$ 9,908	$ 9,908	$ 4,275	$ 4,275
Apparel, Footwear & Acces.	124,954	763,680	20,209	269,021
Automotive Acces. & Equipment	787,879	4,577,301	362,505	1,284,822
Beer, Wine & Liquor	265,190	1,312,652	78,784	252,504
Bldg. Mat., Equip. & Fixtures	20,340	91,290	—	—
Confectionery & Soft Drinks	316,202	1,525,698	20,328	165,701
Consumer Services	15,120	228,785	13,260	50,315
Drugs & Remedies	76,880	318,295	42,760	185,660
Food & Food Products	1,135,648	5,311,692	196,118	1,085,867
Gas, Lubricants & Other Fuels	264,468	1,316,713	136,108	605,599
Horticulture	—	1,140	—	—
Household Equip. & Supplies	477,934	2,150,552	93,738	360,098
Household Furnishings	254,693	1,795,762	166,594	665,560
Industrial Materials	272,381	969,474	—	11,643
Insurance	18,900	60,550	—	—
Jewelry, Optical Goods & Cameras	152,487	338,373	33,357	73,365
Office Equip., Writing Supplies & Stationery	15,460	43,750	7,600	16,720
Political	22,810	24,650	—	—
Publishing & Media	—	152,401	—	131,063
Radios, TV Sets, Phonog., Musical Instr. & Acces.	439,718	2,861,045	281,548	2,084,355
Retail Stores	23,641	65,515	6,525	11,419
Smoking Materials	812,969	5,432,833	356,066	2,050,274
Soaps, Cleansers & Polishes	180,935	621,455	21,150	90,030
Sporting Goods	32,100	78,450	19,400	68,705
Toiletries & Toilet Goods	681,701	3,416,980	181,923	874,406
Miscellaneous	96,405	303,971	10,491	31,945
TOTAL	$6,498,623	$33,772,915	$2,052,739	$10,373,347

FREEZE STATUS

Coy Reviews for Publishers

"I DO HOPE and expect and predict that we will be out of the freeze and granting TV applications before the third anniversary of the freeze is upon us . . . unless the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building of equipment and the construction necessary to get television stations on the air."

That is FCC Chairman Wayne Coy's newest estimate on the TV situation as he related it last Tuesday in Buffalo to the New York State Publishers Assn. He also indicated color TV eventually will become the prevailing system in the U. S., although its beginning may be delayed by defense mobilization.

Chairman Coy based his figuring on lifting of the TV freeze on expected conclusion of the educational phase of the allocation hearing within the next week and about two months more of hearings on specific city-by-city allocation bids. If it is necessary to propose a new allocation table on the basis of revised engineering data, Chairman Coy explained, "the time involved in getting out of the freeze will be increased an additional 60 or 90 days." He indicated if such a new table were necessary, it would have to be published and comments received.

Further session on the issue of reservation of channels for educational purposes, to resume today (Monday), originally was expected to be completed within a couple of days but commercial broadcasters have been granted leave to participate and the presentation will take additional time [BROADCASTING • TELECASTING, Jan. 15].

Must Face Fact

Reminding the publishers that whatever their interest, they must face the fact television is here to stay. Chairman Coy pointed out more than 10 million sets now are in use, most of them sold within the last three years. He noted 107 stations in 64 markets are covering an area containing 55-60% of the nation's families. These stations during 1950 had a business volume of about $100 million, exclusive of talent, Mr. Coy said, while in the U. S. last year $1½ billion worth of manufactured products was sold, mostly home sets.

"And this is just the beginning," he said. "It is not unreasonable to expect that a matured competitive television service for this country will have more than 1,000 stations and that the annual volume of business done by these stations will exceed a billion dollars, and that we may have many years when the value of the manufacturer's product will reach $1½ billion."

"What the impact of television will be on other media and on various aspects of American life remains to be seen," Chairman Coy stated. He noted it was a long time before the potentialities of movable type were recognized by the Europeans of that time and there is no record that anyone envisioned the revolutionary changes that this new method of printing was to bring about.

However, "we can see already that (television) is destined to bring sweeping changes in our social, economic and political life," Chairman Coy said. He noted a recent "head-on collision" between TV and newspapers as WKY-TV Oklahoma City began telecasts of the state legislature and a preliminary pickup showed a member reading a paper while "another was shown fast asleep."

At this date "both the legisla-

(Continued on page 68)

STAB

enters the television f

The time has come for a stabilizing force that will put the rapidly expanding television film program industry on a sound basis. **a new company**

UNITED TELEVISION PROGRAMS inc.

has now been formed to achieve this goal.

Stations, agencies and advertisers can now depend on UNITED for top quality films made by reputable producers expressly for television. Films carefully selected and pre-tested for high audience ratings. Offered on a firm and equitable price basis to all. With delivery of the full number of films guaranteed per contract.

The future of top-flight TV programming is in film!

LITY

n film picture!

To assure proper selling and distribution service to all levels of program buying, local as well as regional and national, UNITED has created this nation-wide organization employing the established, experienced facilities of **THREE MAJOR COMPANIES***

*

EDWARD PETRY & CO., INC.

America's outstanding radio and television representatives, has been appointed exclusive sales agent for United film programs in the field of national spot TV.

CENTURY ARTISTS

Leading talent and package program agency, acts as liaison in Hollywood with ace television program producers, and represents United at the network sales level.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

One of the country's top organizations in the transcription library field, represents United at local station and local sponsor level.

FIRST of the top-drawer producers to ally themselves exclusively with UNITED is

BING CROSBY ENTERPRISES

whose film properties include

FIRESIDE THEATER

The 2nd highest rated TV show by current surveys. Here is the only show among the top ten which can now be bought on film for regional and local re-showings. Other Crosby programs now in the making include "Night Editor" with Hal Burdick, and a rollicking series of chimpanzee comedies without equal for universal appeal.

Watch for important announcements of other leading producers who have appointed United exclusive distributor for more outstanding film programs.

The leadership of these three companies in their respective fields is widely recognized. They were pioneer factors in bringing stability into the radio time and program field. They were chosen to represent UNITED because their combined experience, resources and manpower offer TV program buyers a service now unequaled in television — all from one central, dependable source.

For further information on availabilities of "Fireside Theater" and other current offerings, get in touch with

UNITED TELEVISION PROGRAMS, INC.

360 N. Michigan Avenue, ***Chicago*** 1, Ill. • 488 Madison Avenue, ***New York*** 22, N. Y. • 8619 Sunset Boulevard, ***Los Angeles*** 46, Calif.

or call any Petry or Standard Office in Chicago, New York, Detroit, St. Louis, Dallas, Oklahoma City, Los Angeles, San Francisco

KPIX *Telefile:*

TV Trailblazer For North Calif.

WHEN the San Francisco Academy of Television Arts and Sciences held its first annual awards banquet in early 1949 there was stiff and suspenseful competition for all the coveted awards save one. With almost unanimous approval the top award, the silver "Emmy," for all-around outstanding station achievement went to KPIX.

The well-earned recognition was the payoff for 18 months of fruitful labor by Vice President and General Manager Philip G. Lasky and his small but enthusiastic crew of young staffmen. It also was public acknowledgment by their colleagues and competitors that the boast of their standard station break ("This is KPIX, San Francisco's *pioneer* television station") was not an idle boast.

As San Francisco's first television station, KPIX blazed the costly TV trail in Northern California, and fought the early costly battles against advertiser and audience misinformation concerning the new medium.

This early pioneering made the path much easier for the stations that followed, and it was recognition of this fact by the entire Northern California television industry that brought KPIX the salute for outstanding achievement.

KPIX got its start in 1947 when the FCC issued a construction permit to Associated Broadcasters Inc., licensee of KSFO and KPIX, for Channel 5.

Station officials recognized the need for an educational campaign to correct much public misinformation about the supposed technical problem posed by San Francisco's many hills. (It soon demonstrated that San Francisco could be better served by TV signals than skyscraper dotted Manhattan Island, and even the hilly country of Los Angeles County.) And they foresaw the long range problem of developing the medium of television itself from a magic word to an integral part of community life.

KPIX Takes Gamble On New Medium

But KPIX was willing to gamble that the sooner a station faced these problems in actual operation the sooner the problems would be overcome.

Or, as Mr. Lasky once said: "The sooner we start losing money the sooner we'll start making money."

The man on whom the decision rested to shove the blue chips forward in the gamble was Wesley I. Dumm, of Pasadena and San Francisco, president of Associated Broadcasters and long a leader in commercial broadcasting.

Mr. Dumm, a native of Columbus, Ohio, and a graduate of Wesleyan U., quickly established himself as a leading West Coast businessman shortly after entering business in California. He had experienced various pioneering phases of the broadcasting industry in earlier years, and he was willing to pioneer again.

For its transmitter site, KPIX chose the top of the Mark Hopkins Hotel on San Francisco's Nob Hill. And it pushed construction as rapidly as delivery of material and equipment would allow.

During the year of construction the station carried on a concentrated promotion and familiarization campaign; the latter being carried two ways, both to the public and to the station personnel.

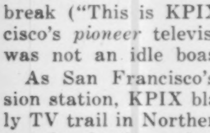
Under the able direction of Alfred E. Towne, director of engineering for Associated Broadcasters, an engineering staff was assembled and given heavy doses of specialized TV training; key staffmen were sent to Los Angeles and other established TV centers for operational briefings and observation.

Mr. Lasky picked a young but experienced KSFO staffer as operations supervisor (now program director) of the new TV operation. He is Sanford (Sandy) Spillman, who joined KSFO in 1936 as news editor and announcer. Mr. Spillman and other members of the production staff also were sent to Los Angeles to study production techniques.

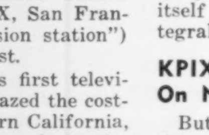
Develops All-Out Promotion Campaign

To familiarize the potential audience with television, the station conducted public demonstrations with technical equipment and motion pictures. It publicized television and the coming telecasts of the station through news letters, luncheon speeches, newspaper and radio advertising.

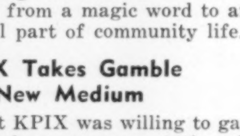
Despite the intensive promotion campaign, when KPIX rushed its first test pattern on the air on Dec. 13, 1948, there were about 2,000 television sets in the homes of private individuals. This was the audience the station played to when, foregoing the normal test pattern period, it brought its first



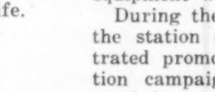
Mr. LASKY



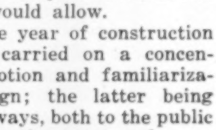
Mr. DUMM



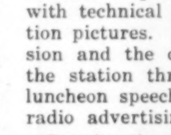
Mr. SELPH



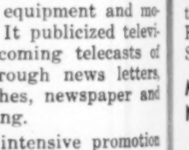
Mr. TOWNE



Miss MULVIHILL



Mr. SPILLMAN



Mr. SIMON

program to the screens less than two weeks later, on Dec. 26.

But in its first week of operation the station got a big sales assist—the annual East-West Shrine football classic on New Year's Day. Announcement of the East-West football telecast, added to a year-long promotion drive, brought a rush on the television market. An estimated 3,500 sets were in use on the day of the game.

When set sales increased at a slower pace the next few weeks, KPIX immediately set to work to determine how its city was accepting television as gauged against eastern cities. It discovered that compared with population, and the number of station-months of operation in eight of the east's leading cities, San Francisco's set sales were more than holding their own. Determined to maintain or better this record, KPIX did not let up.

Programming continued on a five-day-a-week, 12-hours-weekly, basis. By the middle of February the hours were expanded to 17, six-days-a-week. About half of the programming was live. The station had an interim affiliation with NBC, from which it selected the top shows to fill out the remainder of its operational hours.

KPIX uses RCA equipment throughout with station designed auxiliary equipment such as opague projectors, balopticons, and lighting apparatus.

General Manager Lasky drew on his 22-years experience in radio production to draw the most from his staff, which was small, but willing to work at anything and try anything to get an attractive show on the screens. Secretaries with looks and an idea went before the cameras with their own show, and in some cases became TV stars. Music librarians became actresses and once a cameraman, Tony Bomba, left his camera and played a bit part in a mystery drama—the first original drama on San Francisco TV, written by Mr. Spillman.

Many Beginners Now Are TV Stars

But mostly the talent came from "outside" and from the KSFO production staff. Many of these personalities still are among the leading stars of San Francisco television and few of them, notably Bill Baldwin (now announcer on the *Charlie McCarthy Show*), went to bigger fields in Hollywood.

Ruby Hunter, the first big star of San Francisco television, and still one of the most popular personalities, was cited last year by the San Francisco ATAS as the area's outstanding TV star.

A list of "firsts" presented to San Francisco viewers includes: First telecasts of the opera; first presentation of the classics (Shakespeare); first afternoon programming; first football; first regularly scheduled sports series, the ice hockey games (attendance figures at the San Francisco ice hockey games doubled as a direct result of the KPIX telecasts); first boxing (the station's telecasts of the All Navy Boxing Championships also won an award from the San Francisco ATAS); first baseball games (with live commercials produced at the ball park); first live entertainment from a theatre stage; first man-on-the-street interview show.

Shortly after the Korean war began in June, KPIX scored again by sending Program Director Sandy Spillman to the war front to gather film and color of the fighting for release on the station. Mr. Spillman was among the first TV correspondents in the U.S. to be cleared and accredited by the Defense Dept.

KPIX has relayed religion and education to the screens through its weekly *Family Vespers* and *California Council Table* and similar programs, and through remotes at art exhibits and other cultural events.

Aids Police Dept. On Missing Persons

From the very beginning of its programming the station has presented a five-minute feature, *Wanted and Missing Persons*, in cooperation with the San Francisco police department. The program is just what the name implies and has been credited by the police with directly or indirectly resulting in the capture of several criminals and the locating of a number of missing persons. The FBI also has credited the program with aiding its investigations on occasion.

One man who did not share the enthusiasm for television and had no direct connection with the operation but who nevertheless deserves mention in any story of the station is Jack Campbell, commercial manager of the sister AM station, KSFO. To Mr. Campbell, KPIX was a cross to bear, a poor relation who drained off the finances as fast as he and his sales staff could bring the money in from sales of AM airtime. But he drove himself to increase AM sales to help support the struggling poor TV relation as long as the pressure lasted.

But two years of operation have brought several pleasant changes and the burden has passed from Jack Campbell. Today the station plays to an audience totalling around more than 140,000 TV sets and the number is growing daily and rapidly.

Programming time today has expanded to more than 70 hours per week, 7 days a week. More than 40% of the program time is live. The remainder is filled with leading shows offered by the CBS and DuMont networks, the Paramount television organization and by feature films.

A total of 63 employes are now counted as KPIX staffers.

In the two years the station has accumulated an impressive number of success stories. One of the earliest and most outstanding concerns a pitch for Dr. Ross Dog Food, one of KPIX's earliest and

(Continued on page 70)

DRAWING plans for Jan. 1 debut of *Women in the News*, United Artists Television package, on WFAA-TV Dallas, are (l to r) Alex Keese, WFAA-TV asst. mgr., AM-TV operations; Margaret Evans, prom. mgr., Titche-Goetinger department store, sponsor, and Pat O'Brian, UA-TV's Dallas representative.

RELAXING after a heavy shooting schedule on films for CBS-TV *Magnavox Theatre* are (l to r) Bob Wolfe, Kenyon & Eckhardt v.p. who supervised filming for agency; Hal Roach Jr., of Hal Roach Studios, which is producing films, and Roy Hamilton, script writer.

DISCUSSING Arthur Godfrey's CBS-TV color telecast are (l to r) Leonard Carey, BBDO account exec.; J. L. Van Volkenburg, CBS vice president, and Glenn Martin, advertising manager, B. F. Goodrich Co.

FINAL plans for special show on WFBM-TV Indianapolis are checked by (l to r) Ted Nicholas, WFMB-TV acct. exec.; Bob Harbison, pub. dir., L. S. Ayres & Co., sponsor, and William Kiley, WFBM-TV comm. mgr.

BEHIND the *Gene Autry Show* on WBTV (TV) Charlotte are the Belks stores, Southeastern department store chain. Planning local promotions are (l to r) Wally Jorgenson and Charles Bell of WBTV; Will Johnson and Walter Klein of Walter Klein Advertising Agency, and (seated) A. Grant Whitney, representing Belks stores.

W. H. (Steve) BRODIE (l), sales manager of Manning-Bowman & Co., Meriden, Conn. (electrical appliances), maps out future advertising plans with Miles C. McKearney, account executive for newly-appointed Foster & Davies Adv. Agency, Cleveland. Plans include extensive TV use.

UNITED FILMS

May Add Feature Runs

UNITED Television Programs Inc., recently organized to handle nationwide distribution of television film programs [BROADCASTING • TELECASTING, Jan. 15], may set up similar distribution for feature motion pictures if there is sufficient demand by station owners, it was learned last week. Decision will be made at a sales meeting in New York Feb. 1 of the firm's executives, Jerry King, president; Richard J. Dorso, executive vice president, Milton Blink, secretary-treasurer, and members of the firms comprising UTP—Edward Petry, head of Edward Petry & Co., Tom Dawson, manager, TV division, and Ed Voynow, Chicago manager, respectively of the latter firm.

The new firm has signed with three additional TV film producers to handle sales of their products. They include Jerry Fairbanks Productions, Hollywood, for whom UTP will represent the quarter-hour *Paradise Island* series five-minute *TV Closeups* and American Legion wrestling films; Eddie Lewis-Marion Parsonette on the half-hour TV film series *Hollywood Affair;* and Kirk Douglas in the sale of 13 series in which he will star, entitled *The Bible Speaks.* Firm had previously signed with Bing Crosby Enterprises to represent three TV film series.

Stock Exchange Plans

NEW YORK STOCK EXCHANGE is considering the use of radio and TV as an informational media in its recently announced $8,000,000 public education program. The campaign is being undertaken to increase the public's knowledge of buying and selling of stocks, and the overall securities market.

'RUNAWAY' COSTS

Trenner Urges Control

HARRY TRENNER, vice president and television director of the William Weintraub Agency, New York, told the January meeting of the Television Assn. of Philadelphia that television will eventually price itself right into government subsidies if runaway costs and mounting time charges are not controlled.

Mr. Trenner said that increased talent, production and time cost will eliminate competition in television by pricing all but a few of the nation's top advertisers out of the market.

Blaming the networks and "some independent stations" for basing price increases on increased set circulation which does not affect production costs in the industry, he said: "It makes no difference whether you broadcast to 250,000 or a million sets—you still push the same button."

Comparing the circulation increase of a national magazine to an increase in the number of TV sets, Mr. Trenner said publishers have a legitimate basis for increasing rates to cover increased paper, printing and shipping costs. TV stations, he claimed, get their circulation without cost and base their rate increases on this gift of the public.

Multiple sponsorship of costly network shows was criticized by Mr. Trenner, who said it is "killing gratitude response." Citing the Jack Benny-Jello show as an example of public appreciations, he said "many people who are not influenced by the show's commercials, buy the products out of gratitude for the sponsor who brings Jack Benny into their homes." The same gratitude cannot be expressed in buying response for three or more sponsors on one show.

At the close of his speech Mr. Trenner made a plea for "someone to do something about the cost of TV before it is priced beyond the reach of advertisers."

Mr. Trenner was introduced by Frank Roberts, radio and TV director of the Feigenbaum Agency, Philadelphia, following an address by Jack Wilcher, radio and TV director of Badger, Browning & Hershey, New York, on "TV Radio and Spot Campaigns."

Mr. Wilcher used 16mm animated commercials to illustrate the transition of spot campaigns from radio to television and described the difficulties of agency men in trying to get the picture to match the sound.

Commercial movie producers cannot be relied upon in producing effective TV commercials, according to Mr. Wilcher, because there is a tendency among film men to put too much action into commercials, which he said cuts down the effectiveness of the message.

Informal Debate

At an informal debate which followed, Alexander Dannenbaum, sales manager of WPTZ (TV) Philadelphia, defended the stations position on rising costs by saying that television is merely trying to get back some of the money it originally invested to develop the medium.

WOAI-TV SURVEY

Shows Rapid TV Rise in Tex.

RESULTS of a survey by WOAI-TV San Antonio at the end of the first year of operation shows enthusiastic response to television in the South Texas area.

The survey showed that 79.9% of responding set owners in San Antonio view television every night; 72.5% turn on sets four or more hours each night. Four or more viewers-per-set were reported by 72.8%. A percentage of 85.5 reportedly said they watched WOAI-TV most often, while 83% voted WOAI-TV the clearest station, the survey showed. Television at home had replaced going out to the movies for 82.5% of set-owning families. Less or no reading of newspapers was indicated by 53.8% of the respondents, and 79.1% said less or no time was spent reading magazines.

MUSIC LICENSE

"Per Program" Idea Backed

SUPPORT for the industry's Per Program Committee, currently negotiating with ASCAP to obtain a "satisfactory per program license" for use of music on TV stations, was pledged in Chicago Thursday by over two-thirds of the nation's TV stations.

Visual broadcasters, at the largest gathering of TV stations representatives in history, agreed to support the committee and to back up any necessary court action. The meeting was held prior to the NAB-sponsored TV convention scheduled last Friday at the Stevens Hotel, Chicago.

Meeting in the Blackstone Hotel, the TV committee meeting culminated in passage of a resolution introduced by Leslie C. Johnson, WHBF Rock Island, Ill., following a three-hour debate led by Dwight Martin, WLWT (TV) Cincinnati, chairman of the committee.

Negotiations were reviewed by Stuart Sprague, New York, as committee counsel. Among those at the meeting were broadcasters who had taken part in the ASCAP radio battle a decade ago, including Henry W. Slavick, WMCT (TV) Memphis; Campbell Arnoux, WTAR-TV Norfolk, Va.; Mr. Johnson, and Nathan Lord, WAVE-TV Louisville.

Text of the resolution follows:

Be it resolved that the All Industry Television Per Program Committee shall be and it hereby is, given full power and authority to take any and all necessary and appropriate steps to secure a satisfactory television per program license from ASCAP, including giving assistance to such television stations as may institute attendant court actions;

And further resolved that the television stations here assembled pledge their financial support of the committee in carrying out the foregoing activities, in accordance with a formula of allocation to be determined by the committee;

And further resolved that the television stations here assembled pledge their assistance in securing the financial support of the committee's activities by the other television stations.

TV CYCLOPEDIA

Reference on Receivers

COYNE TELEVISION CYCLOPEDIA. Authored by Harold P. Manly. Edited by Bennett W. Cooke, Silas C. Narland, Raymond A. Snyder. Chicago: Educational Book Publishing Division, Coyne Electrical and Television-Radio School. 727 pp. $5.95.

THE EDITORS have designed this as a practical book, planning it "especially as a guide and quick reference volume to provide instant, reliable information on television receivers and reception." Most of the information was selected from material gathered from over 70 companies engaged in manufacturing TV sets. All of the special service and installation data collected in this way has been laboratory tested.

A "how-to-do-it" approach is used throughout the book, each article being written to meet the needs of the beginner as well as offering "something new and valuable" to those with field experience in radio-TV. Subjects are arranged in alphabetical order with articles on alignment, amplifiers, antennas, color TV, trouble shooting, signal tracers and many other subjects included. Illustrations are generously used, with special four-color plates illustrating workings of several color TV systems.

Call Letters

SIMPLIFICATION of calls of TV stations was proposed in a letter last week to FCC Chairman Wayne Coy by William von Zehle, president of the New York advertising agency bearing his name. Stating current call letters, based on a 1910 regulation, are "outmoded and outdated," Mr. von Zehle proposed that "W" and "K" prefixes and "TV" suffixes be eliminated and channel numbers added. Thus WAAA-TV might become AAA-6. Geographic location and channel would prevent confusion with KAAA-TV, it was indicated.

"ASTONISHING!"

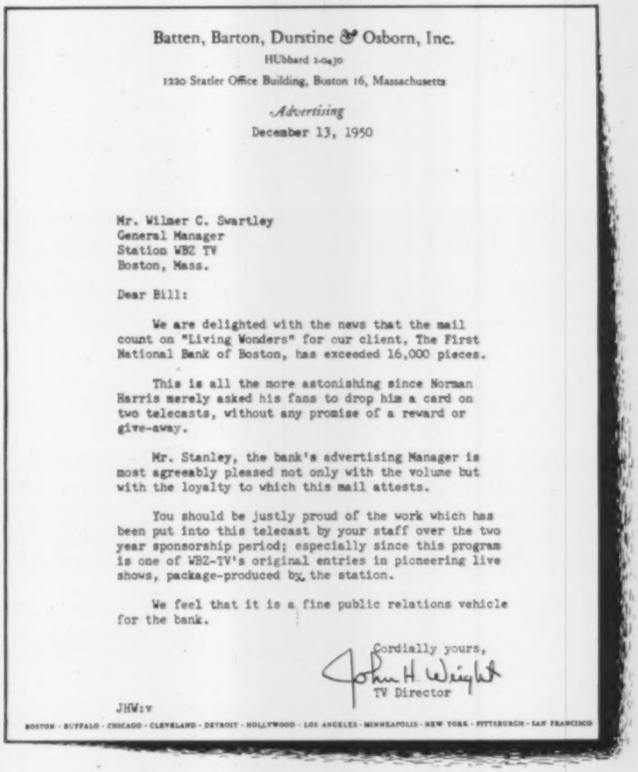
writes BBDO

(BUT 16,000 REPLIES TO TWO TELECASTS NO LONGER ASTONISH US)

Audience-response to WBZ-TV has been so terrific that we sometimes hesitate to report the facts. They look unbelievable!

But letters like this speak for themselves. According to Mr. John H. Wright, TV director for BBDO, mail count for the First National Bank program exceeded 16,000 pieces. "This is all the more astonishing," he writes, "since Norman Harris merely asked his fans to drop him a card on two telecasts, without any promise of a reward."

For full-scale coverage of the Boston TV area.. now one of the top five in the nation.. WBZ-TV is obviously your top choice. Availabilities are limited, but the man from WBZ-TV or NBC Spot Sales can help solve your problem.



Batten, Barton, Durstine & Osborn, Inc.
HUbbard 2-0430
1220 Statler Office Building, Boston 16, Massachusetts
Advertising

December 13, 1950

Mr. Wilmer C. Swartley
General Manager
Station WBZ TV
Boston, Mass.

Dear Bill:

We are delighted with the news that the mail count on "Living Wonders" for our client, The First National Bank of Boston, has exceeded 16,000 pieces.

This is all the more astonishing since Norman Harris merely asked his fans to drop him a card on two telecasts, without any promise of a reward or give-away.

Mr. Stanley, the bank's advertising Manager is most agreeably pleased not only with the volume but with the loyalty to which this mail attests.

You should be justly proud of the work which has been put into this telecast by your staff over the two year sponsorship period; especially since this program is one of WBZ-TV's original entries in pioneering live shows, package-produced by the station.

We feel that it is a fine public relations vehicle for the bank.

Cordially yours,
John H. Wright
TV Director

JHW:v

BOSTON · BUFFALO · CHICAGO · CLEVELAND · DETROIT · HOLLYWOOD · LOS ANGELES · MINNEAPOLIS · NEW YORK · PITTSBURGH · SAN FRANCISCO

BOSTON

WBZ-TV

CHANNEL 4 NBC-TV AFFILIATE

Represented by NBC SPOT SALES

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

**Today . . . .
there are**

112,000

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

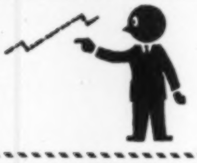
**Represented nationally by
The Katz Agency Inc.**

WFBM-TV

Channel
6

"First in Indiana"

telestatus



November Advertisers Reported by Rorabaugh

(Report 147)

AS STATION and network operating hours were extended and the fall season hit its stride in November, the total number of television advertisers gained 7.2% over the previous month for a November total of 4,830. This was a gain of 120.1% over November 1949.

The spot field gained 4.1% in total advertisers bringing the November total to 939. There were 274 more local advertisers reported in November than in October which gave a total for the latter month of 3,723.

These figures are from the November *Rorabaugh Report on Television Advertising.* Network figures are for the entire month and are supplied by the networks' headquarters. Local and spot figures cover 98 stations for the period Nov. 5-11.

On the four networks 20 new advertisers were added between October and November, bringing the total for the latter month to 168. During the month there were 206 active accounts. (An "account" is the sponsor of any given program. An advertiser sponsoring more than one program is counted once for each program.) CBS-TV was the leader in number of accounts with 73. In a close second was NBC-TV which recorded 72 accounts for the month. ABC-TV was reported with 40 accounts and DuMont had 21.

The largest new account for the month in number of stations carrying the business, was the *Edgar Bergen Show.* The one-time program was presented by Coca-Cola on 61 CBS-TV stations for a half hour on Nov. 23. As a regularly scheduled advertiser Bulova took top honors in the new business column by starting the *Frank Sinatra Show* as a weekly feature on 55 CBS-TV stations.

Largest regular account in number of stations was DeSoto Div. of Chrysler Corp. which presented *You Bet Your Life* on 61 NBC-TV stations. There were 22 accounts active during the month which placed network shows on 50 or more stations.

New television spot business for the month was confined mostly to accounts buying only a few stations. Largest new spot account in the number of stations bought was A. C. Gilbert Co. which placed a schedule on 35 stations for its toys. Wilson & Co., for Ideal Dog Food, was shown in second place with a spot schedule covering 21 stations.

In number of stations bought, Bulova was the largest spot advertiser for the month with business on 78 outlets. O'Cedar Corp. was in second place with 76 stations on

(Continued on page 70)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	1	2	9	12
2. Apparel, Footwear & Acces.	9	33	313	355
3. Automotive, Automotive Equip. & Acces.	17	21	397	435
4. Beer & Wine	6	132	46	184
5. Building Material, Equip. & Fixtures	—	3	129	132
6. Confectionery & Soft Drinks	18	87	112	217
7. Consumer Service	1	14	222	237
8. Construction & Contractors	—	—	28	28
9. Drugs & Remedies	4	25	64	93
10. Entertainment & Amusements	—	—	55	55
11. Food & Food Products	30	281	720	1,031
12. Gasoline, Lubricants & Other Fuels	6	24	29	59
13. Horticulture	—	—	27	27
14. Household Furnishings, Equip. & Supplies	20	85	544	649
15. Industrial Materials	1	3	18	22
16. Insurance, Banking & Real Estate	2	5	138	145
17. Jewelry, Optical Goods & Cameras	6	19	120	145
18. Office Equipment & Supplies	—	5	20	25
19. Publishing & Media	—	11	46	57
20. Radios, TV Sets, Phonographs, Musical Instruments & Acces.	10	12	277	299
21. Retail Stores & Shops	—	1	185	186
22. Smoking Materials	9	27	10	46
23. Soaps, Cleansers & Polishes	7	47	11	65
24. Sporting Goods & Toys	1	9	29	39
25. Toiletries	15	48	9	72
26. Transportation, Travel & Resorts	—	19	8	27
27. Miscellaneous	6	26	157	189
TOTAL	168*	939	3,723	4,830*

*Will not add out because some advertisers appear in more than one product group.

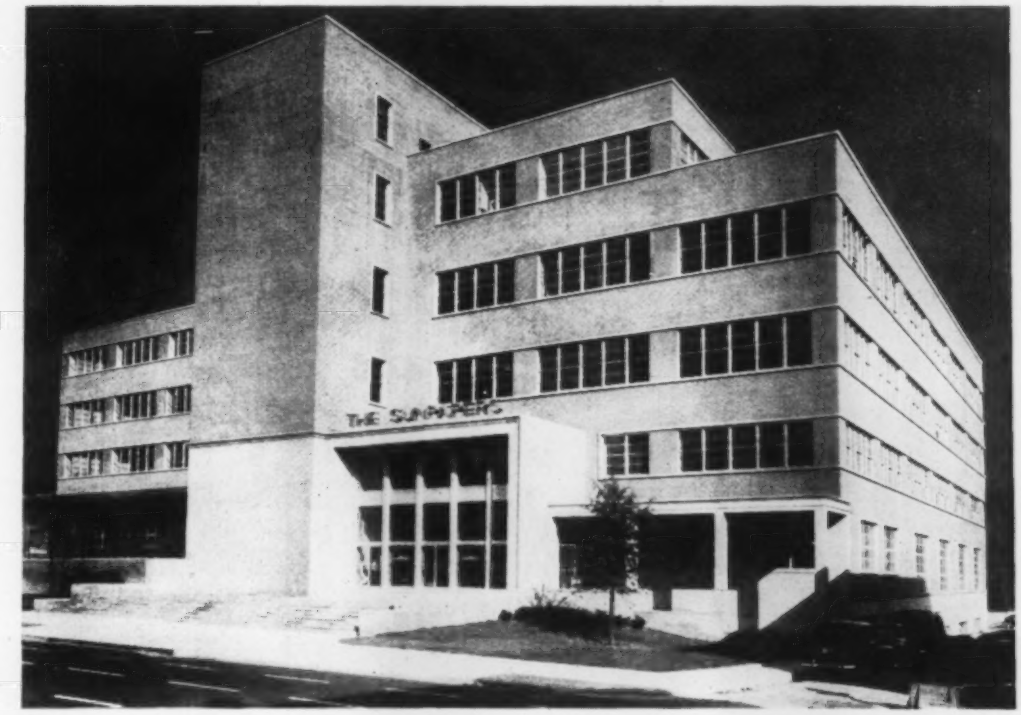
* * *

Weekly Television Summary—January 22, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	6,100
Ames	WOI-TV	33,724
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226
Binghamton	WNBF-TV	31,270
Birmingham	WAFM-TV, WBRC-TV	35,000
Bloomington	WTTV	13,000
Boston	WBZ-TV, WNAC-TV	642,302
Buffalo	WBEN-TV	171,211
Charlotte	WBTV	53,403
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	776,700
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000
Cleveland	WEWS, WNBK, WXEL	396,082
Columbus	WBNS-TV, WLWC, WTVN	122,000
Dallas Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	100,544
Davenport	WOC-TV	38,466
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	146,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	43,470
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	100,544
Grand Rapids	WLAV-TV	101,126
Greensboro	WFMY-TV	41,968
Houston	KPRC-TV	60,158
Huntington-Charleston	WSAZ-TV	32,500
Indianapolis	WFBM-TV	112,000
Jacksonville	WMBR-TV	26,775
Johnstown	WJAC-TV	61,250
Kalamazoo-Grand Rapids	WKZO-TV	95,860
Kansas City	WDAF-TV	93,170
Lancaster	WGAL-TV	76.487
Lansing	WJIM-TV	40,000
Los Angeles	KECA-TV, KFI-TV. KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	71,014
Memphis	WMCT	70,144
Miami	WTVJ	50,000
Milwaukee	WTMJ-TV	202,106
Minn.-St. Paul	KSTP-TV, WTCN-TV	216,000
Nashville	WSM-TV	16,727
New Haven	WNHC-TV	129,500
New Orleans	WDSU-TV	47,176
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	2,000,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	52,457
Oklahoma City	WKY-TV	68,002
Omaha	KMTV. WOW-TV	58,761
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	750,000
Phoenix	KPHO-TV	25,100
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,355
Richmond	WTVR	57,147
Rochester	WHAM-TV	70,069
Rock Island	WHBF-TV	38,466
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	35,900
San Antonio	KEYL, WOAI-TV	38,132
San Diego	KFMB-TV	76,000
San Francisco	KGO-TV, KPIX, KRON-TV	127,069
Schenectady Albany-Troy	WRGB	133,000
Seattle	KING-TV	63,100
St. Louis	KSD-TV	239,000
Syracuse	WHEN, WSYR-TV	88,116
Toledo	WSPD-TV	70,000
Tulsa	KOTV	57,425
Utica-Rome	WKTV	33,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	219,760
Wilmington	WDEL-TV	55,619

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,354,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



The exciting adventure of producing the Sunpapers has now continued for over 114 years. Today's new building, pictured above, is for the present staff, the culmination of that adventure, more exciting than any other in which they have participated.

Publication of the Sunpapers in their new home began Christmas Day, 1950. The old Sun Building at Sun Square will continue to be the headquarters of WMAR-TV. The station is proud to be part of this century-old organization.

WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES* ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

SMALL BUSINESS

Senate Group Eyes Color Video

WITH little fan-fare, the Senate Select Committee on Small Business has been conducting an investigation into a number of topics, many of them of interest to broadcasters and to manufacturers of electronics equipment.

Last week, the committee released a summary report of its probe activities ranging from color television to procurement. The color TV section of the report has these significant revelations:

- Although the review covers the color television proceedings before the FCC and subsequent orders and court rulings, "the investigation [by the committee] is now in progress."
- While standards for color transmissions have been adopted, "this does not close the chances of a new and improved system being considered. . ."
- Programs, in accordance with black-and-white standards, "are expected to be transmitted for at least several years in view of the present crisis."

The Senate group said it entered the color TV question when, "following the decision on color television by the FCC in October of 1950, many complaints on it were received" by the committee.

Little Publicity

The report further reveals that the committee was directed to conduct "a full study and investigation, particularly with respect to the effect of the decision on small business." It can be gathered from the report that additional information, particularly to the import of findings on small business, will be forthcoming.

Little, if any publicity, had been given the quiet investigation of color by the Senate group, which was set up in the 81st Congress nearly a year ago. Actual staff work by the commtitee got underway last June. Chairman of the committee is Sen. John Sparkman (D-Ala.). Sens. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce radio subcommittee, Lester C. Hunt (D-Wyo)., Charles W. Tobey (R-N. H.), all members of the Senate Commerce Committee, also are on the committee.

While the group is concerned only with color TV affect on manufacturers and other small business firms, the House Interstate & Foreign Commerce Committee still has before it a request by Rep. James I. Dolliver (R-Iowa), for a full-dress inquiry on all phases of the question [BROADCASTING • TELECASTING, Jan. 15, 8].

An important phase of the committee study touched on the growing shortages of newsprint for small newspapers. The report concludes:

Sources contacted by the committee within the trade were of the opinion that while the supply of newsprint is undoubtedly "tight," there had come to attention a relatively few more or less isolated instances of actual hardship. Representatives of the newsprint industry seemed inclined to attribute the majority of current hardship cases to one or more of the following reasons: (1) Lack of ordinary business prudence and foresight; (2) inadequate credit facilities; (3) recent changes in source of supply which created a "new customers" status, and (4) the desire, due to increased circulation and advertising resulting from the general high level of business activity, to increase press runs.

In its color digest, the committee summarizes (1) FCC's report on frequency allocations in May 1945 and the alloting of 13 channels, later reduced to 12, for commercial TV broadcast service within 6 mc band width; (2) CBS filing in September 1946 of its petition requesting FCC authorization to operate its color TV system in the UHF band on a commercial basis with 16 mc width; and in the same year, RCA's demonstration of its color TV system within the 12.5 mc band; (3) September 1948 hearing by the FCC on whether 475-890 mc could be used for color, and the subsequent filing by three parties, CBS, RCA and Color Television Inc; (4) the holding of hearings from Sept. 26, 1949, to May 26, 1950; (5) FCC's "First Report" on Sept. 1, 1950; its "Second Report" a month later, amending its engineering standards to provide for color TV broadcasting based on the field sequential system (CBS); and (6) subsequent court proceedings.

Considerable detail is given to FCC's "Second Report of the Commission" and "Order" amending its engineering standards and also to the manufacturers' responses to the Commission's inquiry whether TV manufacturers could and would build TV sets capable of operating within "bracket standards" as suggested by the Commission.

Other Topics Covered

Other topics treated in the report, and of interest to the broadcast-electronic manufacturing industries are (1) manpower, (2) procurement, and (3) material shortages (steel, aluminum, copper and zinc).

The report points out that small firms are having difficulty in competing with big businesses for the "frantic search" for defense orders because of increasing material shortages.

Two days after the report was issued, Sen. Sparkman and Rep. Wright Patman (D-Tex.), chairman of the Senate and House Small Business Committees, simultaneously dropped bills in the hopper in both branches of Congress to provide a blueprint of assistance to small business during the mobilization period.

The legislation (S 533 and HR 1600-1-2-3-4-5) would (1) create an independent agency known as the Small Defense Plants Corp.; (2) aid small plants in obtaining a share of government contracts; (3) assure "fair and equitable treatment to small-business subcontractors from prime contractors.

The Senate committee, meanwhile, launched into the question of material shortages and the impact on small business by holding hearings, beginning last Thursday. It heard top officials of the government mobilization agencies. (See separate story).

RTMA CONFERS

On Industrial Relations

DETAILS on inclusion of television set prices by the U. S. Bureau of Labor Statistics in a revised Consumers' Price Index by the Labor Dept., were explained by Ewan Clague, Commissioner of Labor Statistics, at the Radio-Television Mfrs. Assn. Jan. 17-18 Industrial Relations Conference, held at the Hotel Statler, New York.

"Industrial Relations Problems in a Mobilizing Economy" provided the theme for the RTMA meeting, at which John W. Craig, Avco Mfg. Corp., presided as chairman of the RTMA Industrial Relations Committee.

Speakers included George W. Taylor, Wharton School, U. of Pennsylvania, and William A. Gomberg, International Ladies Garment Workers Union. A panel on personnel problems of expansion was moderated by Harris Reinhardt, Sylvania Electric Products. Taking part in Wednesday afternoon proceedings were Hugh Annett, Westinghouse Electric Co.; Harold N. Chamberlain, Rensselaer Polytechnic Institute; Edward J. Hammer, Stackpole Carbon Co.; Peter Arakelian, Bellevue Medical Center.

At the Thursday morning meeting Kenneth E. Piper, Motorola Inc., presided at a radio-TV training panel. Morning speakers included Richard W. Greve, Allen B. DuMont Labs.; Paul W. Deubery, Avco Mfg. Corp., and W. V. Merrihue, General Electric Co.

Wage-Salary Panel

Concluding session included a wage-salary panel with Harry Houston, Allen B. DuMont Labs., presiding. Other speakers were Richard Smyth, Schick Inc.; Henry O. Lumb, RCA; Leslie E. Woods, Raytheon Mfg. Co.; Robert C. Sprague Jr., chairman, RTMA Walsh-Healy Committee.

A separate session on use of employe publications was held Thursday. Participants included Robert D. Breth, International Resistance Co., consultant; Dorothy Piercey and Effie Miller, Arvin Mfg. Co.; Beulah Larkin, General Electric Co.; E. G. Bowman, RCA-Victor; Courtney Flanders, Sprague Electric Co.

WDTV (TV) Pittsburgh reports addition of 15 new accounts and seven renewals for week ending Dec. 10.

upcoming

Jan. 22: Educational TV hearing sumes, FCC, Washington.

Jan. 22-23: Assn. of Railroad Advertis ing Managers, St. Augustine, Fla.

Jan. 22-24: Newspaper Advertising E ecutives Assn., Annual Meeting, Edg water Beach Hotel, Chicago.

Jan. 22-26: AIEE Winter General Mee ing, Hotel Statler, New York.

Jan. 23: Academy of Television Ar and Sciences annual awards dinne Ambassador Hotel, Los Angeles.

Jan. 26-27: South Carolina Broadcaste Assn., Columbia, S. C.

Jan. 27-28: National Advertising Age cy Network, Eastern Regional Mee ing, Hotel DuPont, Wilmington, De

Jan. 29: NAB Board Finance and By Laws Committees, Belleview-Biltmore Hotel, Belleair, Fla.

Jan. 31-Feb. 2: NAB Board Meeting Belleview-Biltmore Hotel, Bellea Fla.

Feb. 1-2: Mississippi Broadcasters Assn. Program and Sale Clinic, Jackson Miss.

Feb. 4-6: Arkansas Broadcasters Assn. Annual Winter Meeting, Hotel Ma ion, Little Rock, Ark.

Feb. 10-11: AWRT Michigan and I diana Conference for former AWB members, Detroit.

Feb. 15: RTMA Board Meeting, Hotel Stevens, Chicago.

Feb. 16-17: First Annual Regional Tele vision Seminar, WAAM (TV) Balti more.

Feb. 26-28: Florida Assn. of Broadcast ers and Florida State General Exten sion Division Sports Clinic, Gaines ville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registra tion date is Feb. 25.)

March 12-13: American Managemen Assn., Marketing Conference, Wal dorf-Astoria, New York.

March 28-30: Assn. of National Adver tisers, Spring Meeting, The Home stead, Hot Springs, Va.

April 6-8: AWRT Convention, Hotel Astor, New York.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex

April 15-19: NAB 29th Annual Conven tion, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Con ference, Southern Methodist U. Dallas.

April 24-26: American Newspaper Pub lishers Assn., Annual Convention Waldorf-Astoria, New York.

June 10-13: Advertising Federation of America, Annual Convention and Ex hibit, Hotels Chase and Park Plaza St. Louis.

June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cos mopolitan Hotel, Denver.

June 20-22: American Marketing Assn. Conference, Hotel Statler, Detroit.

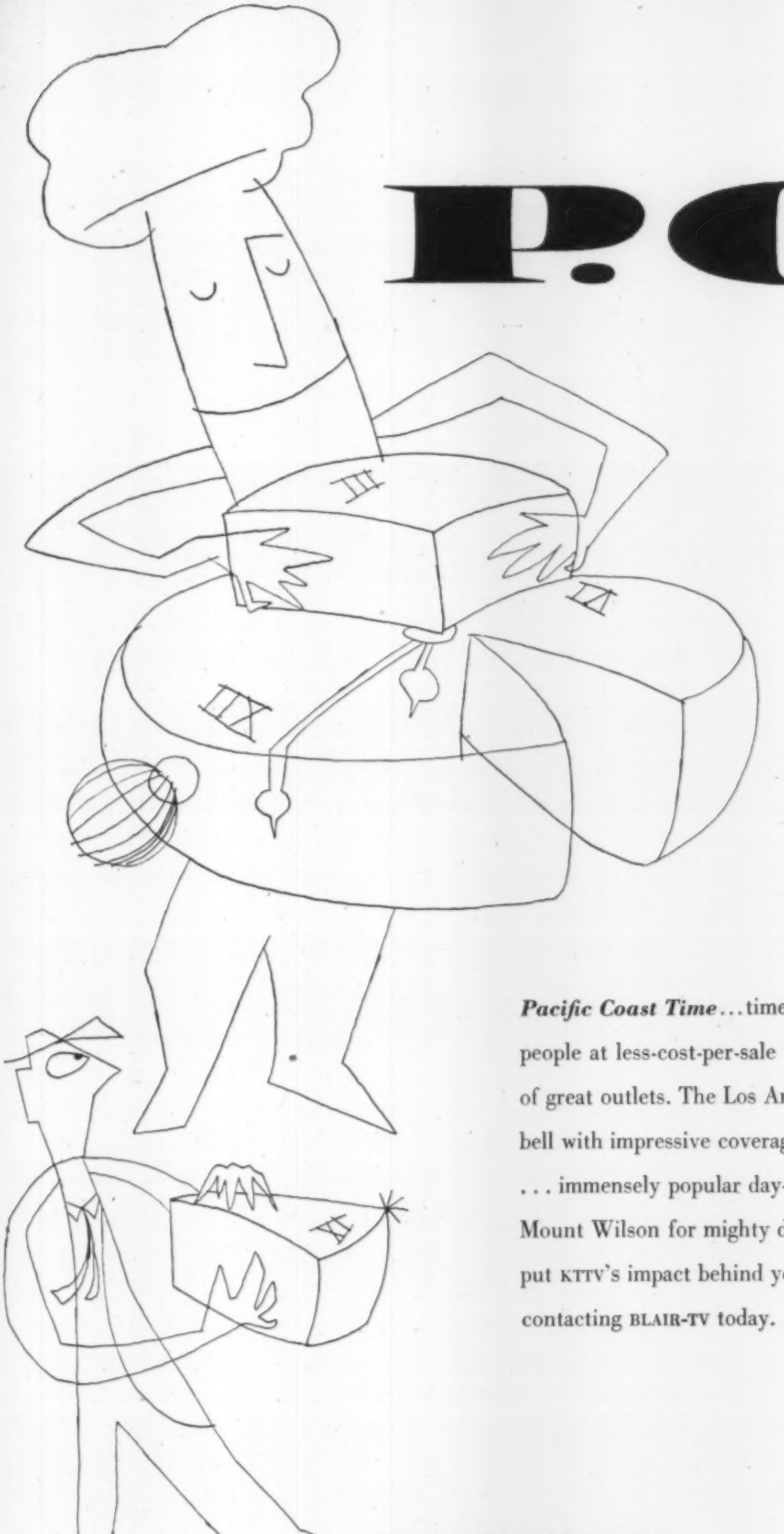
June 24-27: National Industrial Adver tisers Assn., Annual Conference, Waldorf-Astoria, New York.

Sept. 24-26: Assn. of National Adver tisers, Fall Meeting, Waldorf-Astoria New York.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

TV in Vehicles

A NEW BILL introduced in the Nebraska state legislature makes it "unlawful to operate a motor vehicle which is equipped with a television set so placed that the viewing screen thereof is visible to the driver while operating such vehicle."



P.C.T.

Pacific Coast Time...time for advertisers to sell more people at less-cost-per-sale via KTTV—newest addition to BLAIR-TV's roster of great outlets. The Los Angeles Times' KTTV consistently rings the bell with impressive coverage of America's second largest television market . . . immensely popular day-and-night programming beamed from atop Mount Wilson for mighty down-to-earth selling. P. C. T. is your cue to put KTTV's impact behind your client's product—now! Start by contacting BLAIR-TV today.

KTTV
Los Angeles

represented by **BLAIR TV**
INC.

New York, Chicago, St. Louis, Dallas,
Detroit, Los Angeles, San Francisco

film report

CALTEL PICTURES, Los Angeles, opens offices in California Studios, 5255 Clinton St. President is **Edward Lawrence**; **Russell Day**, formerly Telemount Productions, Los Angeles, is production head in charge of TV spots and film programs. . . . **Snader Telescriptions Corp., Los Angeles**, has completed 10 telescriptions featuring Ike Carpenter's orchestra.

* * *

Dynamic Films, New York, producing all TV film spots in color at no extra cost to clients, although black-and-white prints are available from color originals. . . . **TV Ads Inc.**, Los Angeles, has completed three TV film spots, one each for **J. W. Robinson** (department store), Los Angeles; **National Traveler's Ins. Co.**; and four for **Southern California Buick Dealers**.

* * *

Eighteen feature motion picture films have been acquired by **KECA-TV Hollywood** from **Eagle Lion** for use on station's Monday evening *Chevrolet Triple Feature Theatre*. Films produced in 1947 include series of Philo Vance mysteries. Program sponsored by 141 **Chevrolet Dealers of Southern California**. Agency: **Campbell-Ewald Adv.**, Los Angeles. . . . **Douglas Jenkins**, secretary, named vice president in charge of TV production and administration, **Bracken Productions Inc.**, Hollywood. Mr. Jenkins also was principal in Jenkins-Large Inc., Los Angeles public relations firm, which continues under that name.

* * *

Ed Lewis, former TV director, Bartley Productions, and **Marion Gering**, former producer-director, Paramount Pictures, form **G-L Enterprises Inc.**, 1619 Broadway, New York, telephone Plaza 7-0198. Firm to produce motion pictures for television. . . . Two one-minute and two 20-second live action TV film commercials completed by **Telefilm Inc.**, Hollywood, for **General Petroleum Corp.** Narration by **John M. Kennedy**, announcer for CBS *Lux Radio Theatre*, **Ted L. Stromberger**, vice president and account executive, supervised production for **West Marquis Inc.**, Los Angeles agency.

* * *

TAP (Television Associated Productions) formed in Los Angeles for developing and packaging live and filmed TV shows for sponsors, working directly through advertising agencies. Principals are **James Rickard**, producer-program director, MCA Hollywood, and formerly head of TV network programming and TV coordinator at ABC New York; **Wally Sherwin**, TV producer-director. Associated with new group are **John O'Dea**, radio producer-director; **Martin Ross**; **Fred G. Williams** and **Bill Seckler**, writers. **Les Taufenbach**, sales consultant, will head merchandising department and **J. R. Hawkins**, BBDO art director, will have similar position.

* * *

Jerry Fairbanks Productions, Hollywood, filming weekly wrestling matches at American Legion stadium in cooperation with Hollywood Post, American Legion. Producers film entire two-hour bouts, editing them to hour-long program. Films will be distribuuted nationally, first program to be telecast Feb. 1. **Barry Fitzgerald** has signed with Fairbanks for new series of TV films for **Oldsmobile**. **Verne Smith** and **Harlow Wilcox**, radio announcers, signed by firm to do narration on series.

* * *

Charles Michelson Inc., New York, releasing new half-hour, open-end TV film series, *Club Celebrity* featuring **Harry Von Zell** and guest stars.

ABOUT TV MOVIES

Battison Prepares Gui

MOVIES FOR TV. By John H. B son. New York: Macmillan Co. pp. $4.25.

FOR every TV broadcaster, adve tiser and agency executive w finds himself suddenly involved i the production or purchase of fil programs or commercials for tel casting, this slim (376-page) vo ume is must reading. Mr. Battiso associate editor of *Tele-Tech* Mag azine, has avoided the technic jargon so often found in books o this type without sacrificing com pleteness.

His first section, beginning wi the principles of movies and of tel evision, goes on to describe movie making equipment, film transmis sion equipment, kinescope record ing, lenses, lighting and the like; his second section deals with the various aspects of film programming, from the choice of films to copyright problems. Volume is handsomely bound, effectively illustrated and adequately indexed.

KMBC Looks Ahead

LOOKING AHEAD to eventual FCC official defrosting of the freeze on new TV stations, Arthur B. Church, president of KMBC Kansas City, Mo., has recently purchased a DuMont Oak Series, 5 kw, air-cooled TV transmitter. The transmitter will be installed in a new building KMBC is erecting under its present expansion program.

CHICAGO FIRE COVERAGE

Some 10 Million Persons See Blaze Via TV

CHICAGO radio and TV coverage of a fire which killed four firemen Jan. 12 was concerted, complete and spontaneous. The $1½ million blaze, described by firemen as a "5-11 plus three special alarms" (reserved for major disasters), broke out shortly after 2 p.m. in a riverfront warehouse-office building. By the end of the afternoon, an estimated 10 million persons saw on-the-spot happenings via TV and heard about them on the air.

All Chicago video stations—WNBQ (NBC), WENR-TV (ABC), WGN-TV (DuMont) and WBKB (CBS)—covered the disaster, as did their network AM affiliates—WMAQ, WENR, WGN and WBBM—along with several independent stations. In addition, WBKB, owned by the theatre chain Balaban & Katz, piped 20 minutes of its telecast into the south-side Tivoli Theatre for projection on the theatre screen. This was understood to be the first spontaneous telecast of a news event on theatre TV in the city.

Shortly after the fire broke out and the first alarm sounded, cameras from WENR-TV, WNBQ and WBKB were focused out of skyscraper windows onto the burning building. WENR-TV, farthest from the scene, started with a camera in a window on the 24th floor of the Daily News Bldg., adding another later from the 44th floor of the Civic Opera Bldg. WNBQ, located at NBC headquarters in the Merchandise Mart, was nearest, only a half block away. Its cameras on the roof at the 19th floor level had what was termed "an unparalleled view." WGN-TV, located several blocks east along the lake, had an obstructed view from windows, so it sent out remote units with a mammoth searchlight for night coverage.

Among the many plaudits received by stations for their coverage was the following letter sent to General Manager Frank P. Schreiber of WGN from Chief Fire Marshal A. J. Mulhaney:

> The officers and members of the Chicago Fire Dept., and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your WGN and WGN-TV facilities for the effective and efficient coverage of the fire at 320 N. LaSalle St. on Jan. 12.
>
> We are especially appreciative for the use of the high searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire.
>
> I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

nothing but smiles under our umbrella!

NBC
DTN
CBS
ABC
SOUTH HAVEN
BATTLE CREEK
GRAND RAPIDS
MUSKEGON
HOLLAND
KALAMAZOO
GRAND RAPIDS
DETROIT

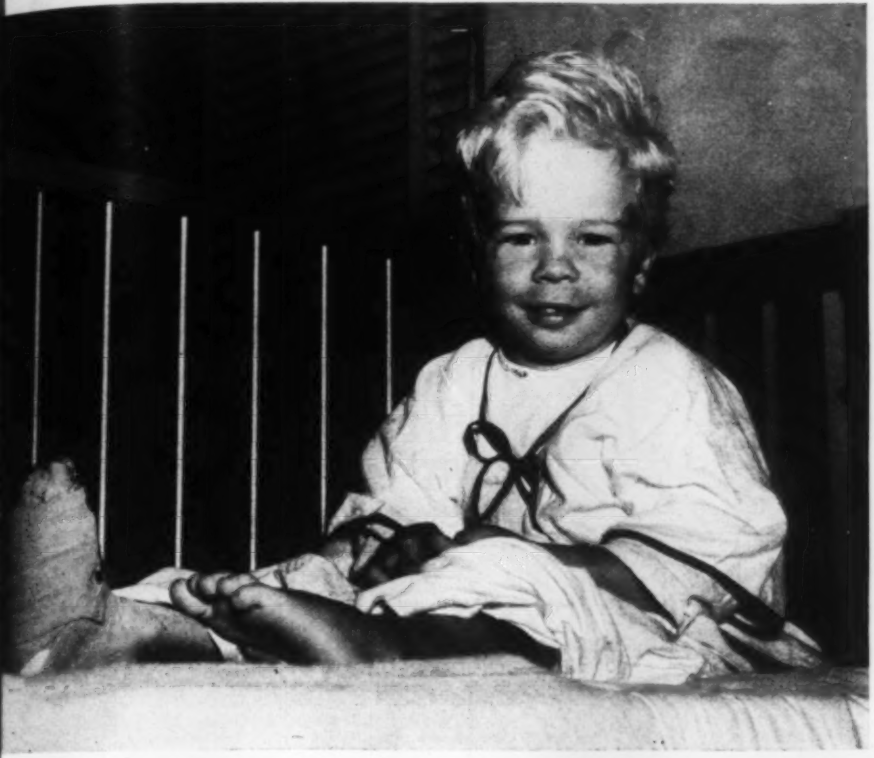
NOW – 101,126 SETS

WLAV-TV

CHANNEL 7 — GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson



"He still Needs You!"

JOIN THE 1951 MARCH OF DIMES

JANUARY 15th—31st

AND USE AS MANY OF THE FOLLOWING PROGRAMS AS YOU CAN

RADIO SHOWS

15 minute Electrical Transcriptions

starring

CURT MASSEY *and* MARTHA TILTON
STAN KENTON AND HIS ORCHESTRA
NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
HANK WILLIAMS AND HIS DRIFTING COWBOYS
PAUL WESTON AND HIS ORCHESTRA
DOROTHY MAGUIRE—BASIL O'CONNOR

plus

LIVE AND TRANSCRIBED ANNOUNCEMENTS

TELEVISION PROGRAMS

16 mm. Sound Films—Various Lengths

starring

CAB CALLOWAY AND HIS ORCHESTRA
FRANK FONTAINE—MONOLOGIST
RAY ANTHONY AND HIS ORCHESTRA
PINKY LEE—CAROL RICHARDS—LINDA—
EDDIE DEAN—SMILIN' ED McCONNELL

plus

15-, 25-, 60-SECOND
ANNOUNCEMENTS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK
FRANKLIN D. ROOSEVELT, Founder
HOWARD J. LONDON, Director—Radio, Television and Motion Pictures
BEekman 3-0500

Your

1951

BROADCASTING

Yearbook —

. . . is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the account?

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you're not a subscriber, there's still time to get in on the first mailing. Here's a handy order form:

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ $7 enclosed ☐ please bill

NAME

STREET

COMPANY

CITY ZONE STATE

Freeze Status

(Continued from page 55)

tors and the public are enthusiastic over the telecasts," the Commission chairman said, "but there is no more newspaper reading during the portions of the sessions that are telecast."

Chairman Coy cited a Duane Jones Co. survey in early 1949 which indicated 23.9% of the people who have homes equipped with TV read newspapers less than before they had TV; 58.9% read books less, 48.5% read magazines less, and that families with TV receive an increase of 70% in visits by children and adults.

Although statistics show an overall increase in newspaper circulation for 1950, Chairman Coy indicated the "decrease in readership . . . poses a real problem for newspaper publishers and editors which I am sure is receiving your attention in geometric proportion to the increase in the number of television receiving sets." He also observed TV viewing in some areas "had brought the readership of afternoon papers down to the level of readership of morning papers" [BROADCASTING • TELECASTING, Jan. 1].

As background to his discussion of the color television situation, Chairman Coy observed that "despite the increase in cost of color advertising over black-and-white advertising in magazines, approximately one-half of all advertising in national magazines is in color." Similarly, in spite of increased costs, color advertising volume in newspapers has increased severalfold, he noted, while in the movie field it is expected that in spite of added cost about one-half of all films made in 1951 will be in color and within the next five years all pictures will be in color.

Color Costs

"Color in television will be available for the presentation of programming and advertising materials at substantially the same cost as black-and-white television is available for the presentation of those materials," the FCC chairman stated. "This young upstart now competing with you so vigorously for the advertiser's dollar to support their medium thus will have an advantage over you with the advent of color television. You sell your color advertising at a premium and he can sell color advertising without any additional cost over black-and-white."

Explaining FCC rejected the RCA and CTI color systems because it was not convinced "of the potential capacity of either system to develop satisfactory color," Chairman Coy chose that of CBS because it "produces excellent color, is relatively simple as compared to other proposed systems, and the Commission believed that sets could be produced at prices which would make it possible to have mass distribution of them reaching to most of the homes of this country."

PARTICIPANTS in the January meeting of the Television Assn. of Philadelphia are (l to r): seated, Harry Trenner, vice president-TV director, William Weintraub Adv., New York, who spoke on "Television and Its Relation to the Agency," and Jack Wilcher, radio-TV director, Badger, Browning & Hershey, New York, who spoke on "TV, Radio and Spot Campaigns"; standing, Edward A. Davies, president, Edward Davies Assoc., Philadelphia; Franklin Roberts, TV-radio director, H. Feigenbaum Adv., Philadelphia, and Merrill Pannitt, *Philadelphia Inquirer* TV columnist. (see story page 60)

Referring to the "compatibility" issue, Chairman Coy said it should be noted "that any system now known requires all present sets to be rebuilt or converted in order to get color pictures from color transmissions. This is a point which has been obscured in the fuss which has been made about adapting present sets in order that they will continue to receive black-and-white pictures from all transmissions, whether those transmissions are in color or in black-and-white."

"The Commission was not interested in just finding another way for people to get a black-and-white television picture," Chairman Coy said.

Regarding demands since the color ruling for public test of all the systems, Chairman Coy stated: "It is interesting to note that all of the witnesses before the Commission on this color television question opposed the idea of multiple standards on the grounds that it would create a chaotic situation and force the public to expend large sums of money without knowing which of the systems would be the one in ultimate use. There was one exception to this general line of testimony. The chairman of the board of (RCA) testified his preference was for a single standard, unless the Commission adopted the CBS system."

Answers Seidel

Citing an RCA representative's talk [Robert A. Seidel, vice president, RCA Victor Div., BROADCASTING • TELECASTING, Jan. 15] before the National Retail Dry Goods Assn. on the great development of TV in the U.S., Chairman Coy pointed out this "progress was made upon a single set of standards promulgated by the Commission after a hearing, the same procedure followed by the Commission in the adoption of color television standards!" Chairman Coy likened dual standards to multiple telephone exchanges in the same community, requiring businessmen to subscribe to all of them in order to have access to all subscribers.

Cites Development

As to the RCA representative's alleged indication FCC forced color TV for better or worse, akin to "offering a product before it's fully developed," Chairman Coy said:

We have not rushed. Color television has been known for more than a decade. Hearings on this matter began almost a year and a half ago and the product which can be offered under the color standards adopted by the Commission is presently as fully developed as was the black-and-white television product which followed the adoption of the present television standards in 1941.

What the speaker really means to say is that the product of his own company was not fully developed or adequately developed and that they did not believe that anyone other than themselves could possibly develop a satisfactory product in this field.

This same fellow says that the Commission is now placing a ceiling on scientific development. Of all the balderdash! Even since the Commission approved the standards, the proponents of the field sequential system have announced the development of a 17-inch tube, thus meeting the criticism that their picture size was limited to 12½ inches.

The speaker conveniently ignores this development. I have no doubt but what there will be larger tube sizes developed to be used with the mechanical reproduction of the color system. And I have no doubt that a tri-color tube will be developed for the reproduction of color with this system.

This same speaker makes reference to the development of this tri-color tube for use with the RCA system. In fact, he gets a little waggish on the subject. He says it is now popularly known as the "Joe DiMaggio."

I think that putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is as inactive, so far as its potential public is

concerned, as a retired ball-player or as though the tube had suffered an attack of anemia.

When the Commission asked RCA to make its tube available to the industry, as its witnesses testified under oath would be done, they brought up as a reserve letter-answerer a fellow who had never been in the game, who said "No" when the others had said "Yes."

He said such a request was a pity and a shame and was comparable to asking that the New York Yankees give DiMaggio to the Phillies before the last World Series. This letter-answerer implied it just wasn't cricket to ask them to give for free what they had invented.

He knew then, and so does everyone else, that if RCA has a patent position on the tube (and applications were on file at the Patent Office) CBS or anyone else using the tube would pay royalties to use it. As a matter of fact, CBS is licensed to use patents owned by RCA or patents of others to which RCA has sublicense rights.

Noting RCA last week was expected to take its case before the U. S. Supreme Court, Chairman Coy said he was confident, "as I have been from the very day the Commission wrote its decision," that the color ruling would be sustained by the courts.

"All types of broadcasting, including color television broadcasting, will be affected by the defense effort," the FCC chairman said, but the "exact extent cannot now be foreseen. The future of our defense mobilization effort may well hold the answer to whether color television broadcasting makes a small or large beginning within the year in becoming the prevailing television system of this country."

RCA Salesmen Honored

FIFTY salesmen of the RCA Engineering Products Dept. have been made members of the Sales Leaders Club for exceeding quotas during 1950. Announcement was made by H. C. Elwes, manager of the department's Field Sales Coordination Section, at the end of the annual department general sales meeting at RCA Victor headquarters in Camden, N. J. Eight members were named directors of the club for 1951. They are:

A. Josephsen, Broadcast Section, New York, chairman; G. E. Rand, Broadcasting Section, Atlanta; S. J. Coombs, Communications Section, Hollywood; F. C. Gusler, Communications Section, Kansas City; D. R. Davis, Theatre Products, Kansas City; E. W. Bonslett, Industrial Products, Chicago; M. R. Bougere, Visual Products, New York City, and H. T. Schrule, who completed the panel of directors.

WBEN-TV Stops Music

WBEN-TV Buffalo has dropped the ABC *Stop the Music* program "because of its reputed lottery aspects," according to the affiliated *Buffalo Evening News*. ABC's *Pulitzer Prize Playhouse* was substituted. WBEN-TV officials said they regretted the deletion but said the show will be off the station until the status of *Stop the Music* and other programs of the type has been adjudicated.

1891 Walter Wade 1951

FUNERAL SERVICES were conducted Thursday afternoon in Oak Park, Ill., for Walter Wade, 59, executive vice president of Wade Advertising Agency, Chicago. He died Tuesday morning after suffering a cerebral hemorrhage.

Mr. Wade

Mr. Wade had worked in his father's agency for 36 years, since 1915. Born in Elkhart, Ind., July 3, 1891, Walter Wade lived there during his childhood and attended the U. of Wisconsin. Leaving college to join the Wade agency, he started with routine clerical and messenger duties, eventually graduating into space and timebuying. Mr. Wade became one of the best-known media men in advertising.

Although the agency handles numerous accounts, it has been most closely identified with the business of Miles Labs, located in Elkhart, Ind. Mr. Wade ventured into radio for the first time with the Miles account, and initial purchases were designed to reach rural audiences. Among the first "experiments" in broadcasting was *Songs of Home Sweet Home*, aired on WLS Chicago starting in January 1932. By October, the agency was using 60 CBS stations to carry a news show called *The Hoosier Editor*. The following February Miles began a show which has made radio history, *The Alka Seltzer National Barn Dance* on WLS Chicago.

'Barn Dance' Network

The *Barn Dance* network grew from three outlets in February 1933 to a Saturday night feature on the NBC network, and built a series of performers into household names, including Joe Kelly, the Hoosier Hot Shots, Uncle Ezra, Arkie the Arkansas Woodchopper, Lulu Belle and Scotty, Eddie Peabody and Red Foley.

In September 1939, the agency employed Pianist Alec Templeton to star in a new kind of program on NBC. A variety show, it featured Mr. Templeton with Pat O'Malley in comedy routines. In June of the following year, the agency introduced an innovation in programming by placing the *Quiz Kids* as a summer substitute for Mr. Templeton. The show is now aired on both NBC AM and TV networks.

For some time Miles sponsored *Lum and Abner*, and in March 1941 the company bought *News of the World*, also on NBC. Walter Wade's faith in radio and television reached its height in realization last year when the agency's principal account, Miles, was listed among the first 10 companies in radio-TV advertising expenditures throughout the country.

Mr. Wade was invited on numerous occasions to supervise activities of war loan drives and Heart Assn. campaigns, along with other humanitarian enterprises. He held membership in the Chicago Athletic Assn., the Fin and Feather Club, Lake Geneva Country Club and the Oak Park Country Club.

Surviving are his wife, Pearle; a son, Albert G. Wade II, vice president in charge of radio and television at the agency, and a daughter, Mrs. Harry Owen Jr.

BASEBALL RIGHTS

Heurich Signs Senators

CHRISTIAN HEURICH Brewing Co., Washington (Old Georgetown beer), has signed an exclusive two-year contract with the Washington Senators baseball club covering broadcast and telecast rights. Under terms of the agreement, announced last Wednesday by the brewery, all 154 games of the 1951 season will be broadcast through WWDC Washington with WTTG (TV) Washington telecasting 21 home contests.

Total sale price was not disclosed, although unofficial estimates has placed the option for one year, including facilities, at $250,000 [CLOSED CIRCUIT, Jan. 15].

The new contract also covers billboard rights whereby only Old Georgetown beer signs will come within the scope of video cameras—an arrangement similar to the 1950 contract with Liggett & Myers. It also was revealed that although the present contract provides for exclusive rights, Heurich is considering co-sponsorship of the games by a non-competitive account.

Regional Network

A regional Senators radio network is again being arranged for 1951 with day games only being fed to communities in Virginia, Maryland, West Virginia and Pennsylvania. When the Senators play at night, another American League contest will be picked up for the regional network.

Alternate announcers for radio and TV will be Arch McDonald and Bob Wolff, with Ray Morgan handling substitute games.

Participating in last week's final negotiations were Charles Echles, vice president and general manager of Heurich; Edward R. Wade, general sales manager of the firm; R. C. O'Donnell, account executive, Henry J. Kaufman & Assoc.; Calvin Griffith and Edward B. Eynon, vice president and secretary, respectively, of the Senators.

PABST SALES Co. sponsored half hour film condensation of All-Stars Pro-Bowl football game, played in Los Angeles, on CBS-TV, 4:00-4:30 p.m., Jan. 21.

There's

There's a mineful of money for advertisers in the homespun salesmanship of Hardrock Gunter, Zeke Clements and Happy Wilson, hillbilly favorites of Alabama's only live-camera TV station, WAFM-TV.

gold

Gold is what you're getting when you buy Hardrock Gunter. Because Hardrock has won national fame with his recording of "Birmingham Bounce"—and a huge local following on AM and TV.

in

In motion pictures, on records and "Grand Old Opry," Zeke Clements has established himself as a topflight mountain musician. Part Cherokee Indian, he's already built himself a mighty tribe of WAFM-TV viewers.

these

These two are joined by Happy Wilson, Alabama's best-known hillbilly. Star of television, his own network AM show and personal appearances, and a hit song-writer, he has an army of faithful TV kith and kin.

hillbillies

Hillbillies Hardrock, Zeke and Happy can help you strike it rich in Alabama. Participations—including choice one-minute spots—are now available. For details, get in touch with your nearest Radio Sales representative, or...

WAFM-TV

"TELEVISION ALABAMA"

CBS in Birmingham • Channel 13

Represented by Radio Sales

Telestatus

(Continued from page 62)

its schedule. R. J. Reynolds Tobacco Co. moved into third place by increasing its campaign for Cavalier cigarettes from 57 stations in October to 72 in November. There were 18 accounts which reportedly placed spot business on 40 or more stations during November.

Food & Food Product advertisers continued to be the product classification with the greatest number of accounts in November (see table). In all there were 1,031 such accounts active during the month. This classification also led in the network, spot and local fields. Second largest number of total accounts was concentrated in the Household Equipment & Supplies classification which had 649 different advertisers. This also was the second largest classification in the network and local fields.

In the spot field Beer & Wine advertisers were the second most active with 132 accounts.

* * *

Berle Leads December Telepulse

TOP once-a-week show during the first week in December was *Texaco Star Theatre*, according to the Multi-Market Telepulse released last week by The Pulse Inc. Leading multi-weekly program was shown as *Howdy Doody*. The list of top 10 network programs is as follows:

ONCE-A-WEEK SHOWS

	Program Avg. Rating	
	Dec.	Nov.
Texaco Star Theatre	47.1	46.5
Show of Shows	33.7	29.4
Talent Scouts	32.8	
Toast of Town	29.0	30.8
Fireside Theatre	29.0	28.4
Comedy Hour—Cantor	28.9	26.7
Philco TV Playhouse	28.5	30.5
Studio One	27.3	24.7
The Goldbergs	26.8	
Hopalong Cassidy	26.0	

MULTI-WEEKLY SHOWS

	Program Avg. Rating	
	Dec.	Nov.
Howdy Doody	16.5	15.1
Camel News Caravan	14.8	13.9
Kukla, Fran & Ollie	12.7	11.9
Perry Como	11.7	11.0
Captain Video	11.3	10.2
Mohawk Showroom	11.0	9.7
CBS-TV News	11.0	10.6
*Faye Emerson (Tue., Thurs.)	10.9	10.4
The Little Show	10.1	9.7
Roller Derby	9.9	
Kate Smith Show	9.9	

* 10.5 Tue., Thurs., Sat.

* * *

KGO-TV Issues New Rate Card

KGO-TV San Francisco issued Rate Card No. 3 Jan. 1 increasing base rates an average of 20%. New rates: Class A time, $480 per hour; Class B, $360 per hour; Class C, $240 per hour. Spots jumped to $80 in Class A; $55 Class B, and $40 Class C. Advertisers of record on December 31 were extended six months' rate protection.

PLAYS
ALL SPEEDS 78, 45, 33 RPM
ALL SIZES 7-17½ inch
ALL KINDS OF RECORDS
Now available also for AC-DC operation—from $28.95-$99.50
Catalog Upon Request
AUDIO-MASTER
341 Madison Ave., N.Y. 17, N.Y.

LEGISLATIVE TELECASTS

WKY-TV WSB-TV KSL-TV Start Series

THREE MORE state legislatures have added their names to the rapidly growing number of legislative bodies permitting telecasts of their sessions.

In addition, a resolution has been introduced in the U. S. House of Representatives to permit telecasting of that chamber [BROADCASTING • TELECASTING, Jan. 15].

After some opposition, WKY-TV Oklahoma City began on Jan. 16 twice weekly telecasts of Oklahoma's legislative sessions direct from the state capitol.

When WKY-TV sought permission for regular telecasts, some of the law-makers questioned its advisability. A preliminary telecast had shown one legislator asleep, another reading a newspaper.

In Atlanta, WSB-TV Jan. 15 carried Gov. Herman Talmadge delivering the annual budget message to the combined house and senate. This was the first of a projected series of simulcasts by WSB-AM-TV from the Georgia capitol. Future sessions will be handled as their importance to the public dictates.

Opening Session Shown

Stormy opening session of the Utah legislature was televised by KSL-TV Salt Lake City on Jan. 9. Next day the television camera was trained on Gov. J. Bracken Lee as he made his second biennial address.

An attempt is now being made to obtain television sets for use in Salt Lake City schools and in the U. of Utah, so that political science students may study government procedure in action.

Although other state legislatures are expected to take advantage of this medium of reaching their constituents, lack of facilities will prevent many from doing so until FCC lifts its freeze.

The danger of slander suits will be one factor considered by stations and networks. Washington legal observers say the point has not been ruled on as yet but "undoubtedly" the same rules that govern newspapers "fair and accurate" accounts will apply.

Telecasts of legislative functions probably would be included in the educational category subject of heated FCC hearings. FCC would not comment on these telecasts because it is not a matter brought specifically before the Commission.

Utah Gov. J. Bracken Lee keeps a "TV-eye" on the state legislature through a set in his office. Gov. Lee described the medium as "extremely useful."

TV Academy Awards

GOV. EARL WARREN of California will be the principal speaker at the forthcoming annual Awards Dinner of the Academy of Television Arts & Sciences of Los Angeles, being held there Jan. 23 at the Ambassador Hotel.

Telefile: KPIX

(Continued from page 59)

most consistent sponsors.

When sets in the area numbered but 9,000, the station put on six one-minute announcements offering a dog comb for 10 cents and one Dr. Ross label. More than 1,000 replies poured in from 86 cities in 19 counties—this despite the fact that no more than a fourth of the 9,000 TV homes could be expected to have dogs. The sponsor later reported that a similar offer on 45 network AM stations brought approximately the same return.

More recently, a single announcement on a Friday evening musical show, *Music Album*, brought in more than 2,000 requests for a free harmonica. This program too is sponsored by one of the station's early and consistent advertisers, Sherman, Clay & Co. The locally produced program, though on the air in competition with network programs on the other stations, is credited by the sponsor with producing "outstanding" sales results.

Advertisers, Audience Continue Growth

As a result of these proven successes, the list of advertisers, like the audience, has grown with increasing rapidity.

Heading the business end is Colin M. Selph, a veteran advertising man, who last year was named KPIX vice president in charge of sales.

Under the direction of Commercial Manager Lou Simon the station has a long roster of program sponsors, spot, local and national advertisers. Approximately 85% of the total programming time is commercial. And the red ink is giving way to black.

KPIX rates read:

Class A time: 1 hour, $450; 45 minutes, $360; 30 minutes, $270; 15 minutes, $180; 5 minutes, $115; 1 minute, $75: Class B time: 1 hour, $340; 45 minutes, $270; 30 minutes, $204; 15 minutes, $136; 5 minutes, $87; 1 minute, $56. Class C time: 1 hour, $225; 45 minutes, $180; minutes, $185; 15 minutes, $90; minutes, $57.50; 1 minute, $37.50.

Investment in KPIX is estimated in excess of a half million dollars.

KPIX promotion activities today, not a bit lessened from the days of the station's initial telecast, are directed by Kay Mulvihill. Other personnel include Forrester Mashbir, chief producer-director; George Mathiesen, studio technical director, and Al Kees, assistant to Mr. Towne.

The station's outstanding local shows today include a delightful bit of fantasy for the children, *Once Upon a Time*, featuring Miss Hunter and a local little theatre group; William Winter, long an outstanding radio news analyst and foreign correspondent, and his news show; Ben Alexander, former movie and network radio star in *Watch and Win; The Del Courtney Show;* Hal Shutz, organist and band leader, on *Music Album;* Sid Crockett, Bay Area architect, explaining problems of interior decoration, on *Design for Living;* Edna Fisher, popular radio and nightclub pianist, introducing *Stars in the Making;* Faye Stewart, long a well-known home economist on radio, in *KPIX Kitchen;* Wally King, Bay Area radio disc jockey, showing off juvenile talent on *Kids Kapers.*

It all seems a long way from that initial show on Dec. 26, 1948. Two years have brought changes—the sparkling list of stars and shows, the growing roster of sponsors, the pleasant inflow of money to compensate for the necessary heavy outflow, and the ever increasing audience.

New KPIX Studio Seen in 1951

1951 promises completion of a new studio for KPIX. The new plant, specifically designed for television, will be located on Van Ness Ave., San Francisco's famed "Auto Row."

The modern three-story building will house, in addition to executive offices, three immense studios, three smaller utility studios and an especially designed and built-in television kitchen. The KPIX transmitter will remain atop the Mark Hopkins Hotel.

And as KPIX proceeds into its third year on the air several important factors have not changed. Most of the same faces are still on the staff and the pioneer enthusiasm still is one of the biggest attractions and biggest assets.

RCA Color Tests

FURTHER extension of special authority was granted by FCC last week to NBC stations WNBW (TV) Washington and WNBT (TV) New York for testing the RCA color TV system. Since last October the authority has permitted the experimentation in off-hours only. Prior to that RCA colorcasts of programs were made during regular hours of operation.

GOV. RELATIONS

Miller Addresses CTC

GOVERNMENT agencies in Washington have a "great reluctance to interfere in any way" with the broadcasting industry, Judge Justin Miller, president of NAB, told members of the Chicago Television Council Wednesday. He went on to say that a Presidential advisor remarked to him recently that the government has better control of news by voluntary censorship than in other country in the world.

Judge Miller, in Chicago for the NAB-TV convention Friday, outlined at random events taking place in the nation's capital. He pointed out an "increasing sensitiveness" by government agencies about news stories being released which contain important defense and military information. "The government wants complete freedom of news, but also expects the highest kind of strategy in releasing military developments," he said, adding that the primary mover behind the idea of taking over radio and TV stations if war comes is "the military."

Radio and TV will "undoubtedly suffer," if there is or is not a war, when materials and manpower are considered. "The crisis will call more and more for men highly trained in exactly that field in which our industry operates," Judge Miller said. Manufacturers "are already taking for granted" two alternatives, substitution of materials whenever possible and training of men to replace those called.

No Tax Damage

"No one seems to be very badly hurt on taxes," however, he said, referring to the "hope" of some radio people that a high excess profits tax would be passed because much advertising money was channeled into radio during the last war as a result. He pointed out that both AM and TV were reconciled with the present tax set up, inasmuch as TV companies were concerned that the proposed excess profits tax would be based on years when they were just getting started.

Judge Miller reported on several conferences with government agencies and officials which he has attended as a representative of the Broadcast Advisory Council and the Advertising Council. "We were all welcomed in a wholehearted fashion," he reported, adding that the government people want to cooperate and understand the industry's position.

The Broadcast Advisory group is scheduled to send a defense bulletin regularly to broadcasters with "vital information" released by the government.

Judge Miller was introduced by Fred Kilian, ABC-TV Chicago program manager, TV Council president. James Hanlon, publicity director for WGN-AM-TV, Chicago, was named council publicity chairman after the resignation of Elliott Henry, ABC publicity director.

COL. MITCHELL WOLFSON (l), president of WTVJ (TV) Miami, plays host to Comdr. Mortimer W. Loewi, director of the DuMont Television Network, in the WTVJ studio. They discussed television as it pertains to Miami—WTVJ is DuMont's Miami affiliate—and appeared on a WTVJ public service presentation, *The Television Forum*, on the subject "Color Television Today."

SUBVERSIVES

Senate Probe Group Created

A NEW and powerful Senate investigating unit was created last week to look into Communist and subversive activities. Among its functions contemplated is an exhaustive inquiry into the McCarran Communist Control Law which prohibits Communists and subversives from sponsoring radio-TV time if sponsorship is not labeled.

The powers granted to the group, a subcommittee of the Senate Judiciary Committee, chairmaned by Sen. Pat McCarran (D-Nev.), rival those of the House Un-American Activities Committee.

Seven Senators were selected for the committee which will be directed by Chairman McCarran. They are Democrats James O. Eastland (Miss.), Herbert R. O'Connor (Md.), Willis Smith (N. C.), and Republicans Homer Ferguson (Mich.), William E. Jenner (Ind.) and Arthur V. Watkins (Utah).

The Senate group asked the upper chamber to approve its request for a $160,000 budget for a two-year inquiry. Sen. McCarran said he hoped the budget would be cleared in time for a staff to be assembled for a start in its work by Feb. 1.

By a previous action, the Senate already has given the group a $10,000 budget to be spent in January on an approved investigation.

Charles D. Wailes

CHARLES D. WAILES, 78, father of Lee B. Wailes, vice president in charge of operations, Fort Industry Co., N. Y., died Jan. 16 in Memphis, Tenn. Funeral services were held in Memphis, Jan. 18. Surviving are his wife, Harriet, two daughters, Mrs. Robert E. Goldsby, and Mrs. Howard W. Rash; and another son, Charles D. Wailes, Jr.

EQUIPMENT UNIT

Reactivated for Defense

RADAR-RADIO Industries of Chicago Inc., a group of electronics equipment manufacturers, has been reactivated for the present emergency by Leslie F. Muter, president of the Muter Co., Chicago, to meet demands of the national defense program. The group was active during World War II after it was organized to develop cooperation among Chicago-area radio manufacturers, which produce about 40% of all electronics equipment in the country.

During World War II RRIC recruited 30,000 production workers, mainly women, renegotiated wage scales with the War Labor Board and worked to insure maximum efficiency and production. It was the only manufacturer's group to receive the Navy's certificate of Achievement during the entire war.

Mr. Muter, in the new setup, is president and director. Vice presidents and directors are Raymond C. Durst, executive vice president of Hallicrafters; Richard C. Dooley, vice president of Admiral; Paul V. Galvin, president, Motorola; James P. Ray, Cronane Inc., and an additional director Charles M. Hofman, vice president, Belmont Radio.

Shapiro Is Secretary

Leonard J. Shapiro, Chicago attorney, is executive secretary. Three honorary directors are the Hon. R. W. Cwyman, former Navy commander and Congressman; Henry C. Forster, retired Chicago radio manufacturer, and Edward W. Shepherd of Philco.

A special committee named to make emergency decisions includes Mr. Hofman, chairman, Mr. Durst, Mr. Dooley, George R. MacDonald, treasurer of Motorola, and Robert Alexander.

BEATY LEAVES WBAP

Takes State Dept. Post

LAYNE BEATY, for seven years farm editor of WBAP-AM-FM-TV Fort Worth, sails Jan. 23 on the *SS America* for Greece. He has joined the State Dept. as director of agricultural information in Greece under the Marshall Plan. Mrs. Beaty and their two children are accompanying him.

Mr. Beaty

Mr. Beaty has been active in NAB as a member of the former Program Executive Committee and in farm broadcasting circles. He is succeeded at WBAP by W. A. (Doc) Ruhmann, county agricultural agent in Tarrant Co. (see AIRCASTERS). Mr. Ruhmann has been heard frequently on the station.

KSFO

BETWEEN COMMERCIALS

BY KAY MULVIHILL

KPIX

Interviewing under water is the latest feat for KPIX Program Director, Sandy Spillman. Constantly seeking out the interesting and unusual around the Bay Area for his program, "Teletrips", Spillman recently visited the Navy Diving School at Hunters Point. Fully attired in diving gear, Spillman was lowered into the Bay for his 'man-in-the-water' interview on the newest in navy diving techniques.

"Teletrips", which now goes into its third year on KPIX, has featured interviews from such unique places as: police laboratories, cable cars, backstage theater, Navy submarines, flying air force bombers, pistol ranges and speeding locomotives.

AIR ADDS:

New addition to KSFO disc jockeys is Glen Hurlburt, author of the celebrated "Cable Car Concerto". Glen, one of the most versatile and gifted entertainers of the day, will host "Take It Easy Time" for Regal Pale Beer, nightly from 10 to 12.

"Great Sport", with Vic Holbrook of wrestling fame as emcee, is now a weekly feature on KPIX for car dealer, Horsetrader Ed.

Latest on the KPIX kiddies' show roster is "Powow Indians", which takes the 'little people' to an Indian Reservation for a weekly visit with Chief Powow and his Tribe.

SEEN AND HEARD

With Baseball season just around the corner, Don Klein returns to the KSFO mike side to bring "Baseball Notebook", five days a week.

William Winter's (Wednesday through Friday) newscasts on KPIX are now under sponsorship of the Jenkel-Davidson Optical Co.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO 560

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

NBC Progress

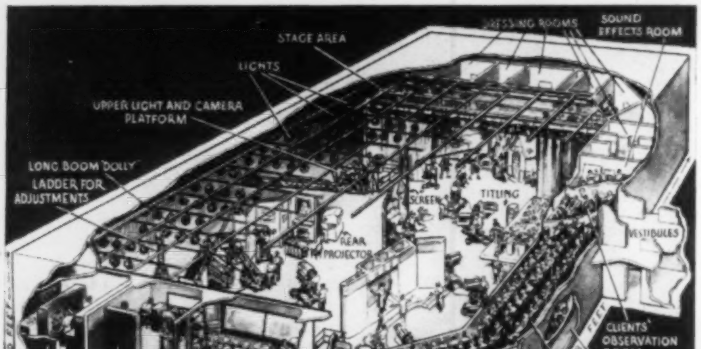
(Continued from page 30)

phases of its sales operation," the report continued, "leading the next two networks combined as far as gross sales were concerned. NBC total sales exceeded that of the next two networks combined. In 1949 NBC-TV had nine hours of open evening time and in 1950 it was completely sold out, with the number of weekly sponsors jumping from 19 to 42 and the number of network advertisers from 32 to 62. NBC-TV led all other networks in the number of sponsored hours with 42, as compared with the second network which had 34."

'More Stations'

"Another extremely important part of the NBC-TV network operations was the fact that NBC had held more stations per program—25% more than any other network," the report said.

Network TV facilities were expanded, the report continued. Studios 3-A and 3-B in Radio City, New York, were reconditioned, and Studio 8-H was torn down and rebuilt at a cost of $1 million. The Hudson Theatre was purchased, the Center Theatre in Rockefeller Center was rented, and both were fitted out with TV equipment. Space for staging service was secured elsewhere in New York. In Chicago, the Studebaker Theatre was made into a television studio.



ARTIST's sketch of Radio City's famous Studio 8-H—rebuilt for television by NBC at a cost of $1 million—shows highlights of the structure a city block wide and three stories high. According to O. B. Hanson, NBC vice president and chief engineer, when Radio City was originally constructed it was planned to use the 8-H space for two radio studios but NBC engineers, visualizing future need for large television space, effected the design of the gigantic studio without visible beams or pillars.

* * *

The program technique of rotating big-name stars such as Eddie Cantor, Martin & Lewis, Fred Allen, Bob Hope, and Bobby Clark was evolved, and applied to the *Comedy Hour*. Later came a similar program featuring Ed Wynn, Jack Carson, Jimmy Durante, and Danny Thomas.

Organization of NBC into three major divisions of radio, television, and company owned-and-operated radio and TV stations, was completed.

Victor T. Norton left the presidency of American Home Foods Inc., to become NBC vice president for administration; William F. Brooks was promoted to vice president in charge of public relations, a new post; John K. West was made vice president in charge of the NBC Western Division; Edward D. Madden became vice president in charge of TV sales and operations.

Charles C. Barry was appointed vice president in charge of programs, and John K. Herbert vice president and general sales manager for NBC radio. Harry C. Kopf became vice president in charge of Radio Sales and was transferred to Chicago.

Station relations, both radio and TV, were placed under newly-named Vice President Carleton D. Smith. In Hollywood, Thomas C. McCray became director of radio network operations, and Thomas B. McFadden was made manager of KNBH (TV) Los Angeles. Lloyd E. Yoder was transferred from KOA Denver to manàgement of KNBC San Francisco.

The National Spot Sales Dept. made new records, the report said. "Total dollar volume in radio surpassed that of every previous year, and television spot sales were multipled over 1949," the report noted. The department divided its New York, Chicago, and Cleveland offices into separate units for radio and television.

Nine stations were gained during the year by the NBC radio network, bringing the total to 180 stations. Affiliation of stations of the Alaska Broadcasting System and the Midnight Sun Broadcasting Co. extended the network to Alaska. A change of affiliation occurred in Ft. Wayne, Ind., where WGL of 1,000 w was replaced by WOWO with 10,000 w.

As of Jan. 1, 1950, a total of 55 stations comprised the television network, 28 being interconnected and 27 non-interconnected. At year's end, the total TV network stations had grown to 63, of which 16 were non-interconnected.

Total of network employes, including owned-and-operated stations, was 3,482 for 1950, an increase of 503 over the preceding year. Guided tours of NBC studio and television facilities at Radio City were taken by 350,000 people last year, bringing the total guests since the tours began in 1933 to 7½ million.

Championship Wrestling Bouts
NOW AVAILABLE ON
WLW-Television!

SATURDAY
AFTERNOON
WRESTLING

Press-acclaimed studio matches fed by WLW-D to WLW-T and WLW-C. Now featuring men's heavyweight championship tournament for $5,000 purse. Televised from 3:00-5:00 P.M. —30 minutes more air time at no increase in price. Nov. Videodex rating 14.9—three times greater than the average rating of its competition. Has 60.7% of the viewing in all three markets.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Transmitter Okayed

CANADIAN Broadcasting Corp. has been given the green light to go ahead on construction of its TV transmitter on Mount Royal, Montreal. Permission had been held up by Quebec Provincial Premier Maurice Duplessis. Mr. Duplessis stated that CBC should allow private interests to build TV transmitters in the Montreal area if they want to use the Mount Royal location, avoiding a monopoly. A. D. Dunton, CBC chairman, at Ottawa, said CBC will go ahead with construction as soon as weather permits, and that CBC had never asked for a TV monopoly.

CHANNEL ISSUE

NCPT Joins Education Dri

NATIONAL CONGRESS of Parents & Teachers joined other educational groups across the nation last week in petitioning the FCC to reserve TV channels for universities, colleges and public schools for education purposes. This was revealed Thursday by Mrs. John E. Hayes of Twin Falls, Ida., president of the congress, who said she has filed a statement with the FCC in support of such allocations. Hearings on the matter are still being conducted by the Commission.

The congress, Mrs. Hayes said, "is concerned with any project that may promote the effectiveness of public education. We urge that the Commission take immediate steps toward the allocation of television channels for educational and non-commercial purposes." She continued:

> Recognizing the tremendous potentials in educational television, we also recognize that available channels for the purpose must be reserved for education as well as for the use of commercial broadcasters. Unless the rules and regulations of the FCC are amended to reserve television channels for exclusive use by educational stations, it is our belief that television may never realize its full potentialities as one of the most important educational aids yet devised.

Groups which have made requests of the Commission for educational channels include a Joint Committee on Educational Television representing the National Education Assn., the American Council on Education, The Assn. of Land-Grant Colleges and Universities, the National Assn. of State Universities, the National Council of Chief State School Officers, as well as the Assn. for Education by Radio and the National Assn. of Educational Broadcasters.

Cook Arrest

ONLY five hours after the arrest of William E. Cook, subject of a nationwide manhunt, KFMB-TV San Diego showed a 10-minute movie film covering the dramatic event. A KFMB-TV staff photographer recorded the action—narrated by Harold Keen, KFMB-TV news editor who covered the story for the station. Both employes were congratulated by Jack Gross, owner and manager of the station, which is the ABC television network outlet in San Diego.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

Barbo's Story

(Continued from page 25)

building—done in less than three years.

The Barbos have used the same programs with the same women broadcasters for almost 10 years now. Not only do the listeners come in themselves, but they send their friends in, too. Salesmen at the furniture company keep index cards on which they mark the source responsible for a customer. Radio far outnumbers any other grouping.

"You can walk through the store at any time," says Charlie Barbo, vice president and secretary, "and you'll find that 8 out of 10 customers are here through radio. Yes, radio started our business upswing and we've certainly found it to be our most important advertising means. We would never be where we are today if not for it."

Commercials Stress Institutional Theme

High-pressure methods have never been used. The furniture company has always used institutional copy to promote the store as a whole. Prices are rarely quoted. Instead, the name, high-quality merchandise, the ability to buy anything from a small item to everything for furnishing a home, courteous service, parking facilities, and savings in cost because of the suburban location have been stressed through the years.

When Barbo's first began to use radio, its budget for the medium was about $10,000 a year. Today it's $25,000 per year, or an increase of 150%. This accounts for almost half of the total advertising budget which now includes promotions such as the parties and TV and newspaper media. "We added newspapers about a year ago as a tie-in media, giving an overall coverage in our advertising," Leo Barbo explains.

The store took the jump into television in August of 1950 and uses two evening spots a week, utilizing slides and live copy. "We're very satisfied with results from television," says the management. "There are never any ifs about customers who come in from that source. They say very definitely that they saw about us on TV."

So promising has their video advertising been that the Barbos want to experiment further with the new and exciting medium. They feel sure they'll increase their time purchases and "we may even go into TV programming."

Handling the Barbo account during its decade of growth have been Karl M. Frost, president of the Frost agency; Harvey P. Newcomb, radio and TV director of the agency, and also in recent years, Norman R. Huey, agency assistant radio and TV director. A little over a year ago, Barbo's hired Douglas Kingston as advertising manager, to handle newspaper advertising and to keep the store in more personal contact with the Frost agency in working out radio and TV commercials.

The Barbo family circle has divided its responsibilities in the business as follows: Leo is general manager and treasurer; R. John is president; Charles, vice president and secretary; Joseph, factory production manager; Albert, assistant factory production manager; and Salvi is head of the factory receiving and shipping department.

As for the sisters, Mary, although married, still works in the store, and Jennie, according to her brothers, is "the best stitcher of fine fabrics there ever was."

From a lowly start in old and run-down quarters in the little town of Stoneham, Barbo's has been transformed into a booming business in new, modern quarters. Its name is known wherever fine furniture is mentioned.

It's no wonder agency people in Boston refer to it as "the institution the women of radio made."

But even today, the Barbos bring their lunch to work in paper bags in order to save precious minutes for work in their multi-million-dollar store that radio helped to build.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO.
WBAL

MOTOROLA BACKS
D. C. Song Writing Contest

JAMES H. SIMON, president, Simon Distributing Corp., and Motorola agree that Washington, D. C., should have a song of its own. To that end Motorola is sponsoring a song-writing contest with prizes amounting to $2,500.

Mr. Simon, whose corporation acts as distributor for Motorola in the area, complained in a letter to *The Washington Post*, published Jan. 17, that he felt left out at conventions when various state delegates would sing their official state song. He thought Washington should have a song. *The Post* and WTOP-AM-FM-TV Washington supported the idea enthusiastically.

So with the aid of Motorola and Henry J. Kaufman & Assoc., advertising agency, Mr. Simon launched the contest which closes midnight Feb. 22. The distributor plans to plug the contest through radio, television and newspaper ads.

Color Relay Rates

AT&T's new color television tariff has been incorporated by FCC into its general investigation of the telephone company's intercity TV relay charges [BROADCASTING • TELECASTING, Jan. 1]. The color tariff, to become effective Jan. 25, provides only for an extra station-connection charge above the regular monochrome rates. No date for the hearing has been set.

NCAA HIT
By Fort Worth Editorial

PUBLIC interest in both television and colleges "has been thrust aside as of no consequence" by the National Collegiate Athletic Assn. at its Dallas meeting [BROADCASTING • TELECASTING, Jan. 15], according to an editorial in the Jan. 17 *Fort Worth Star-Telegram* (WBAP-TV). The editorial continued:

> It (NCAA) has thus drawn a scraggly line across the progress of television service which it presumably imagines will settle the matter of whether the public has a right to see football games on the television screen and whether foresighted schools can continue to experiment as they see fit with television as a great, new medium of promoting the public interest in sports. We do not believe the issue will be disposed of so easily.
>
> The association's action follows the same short-sighted, narrow thinking, dictated by a greed for gate receipts in the big business of college football, which has marked the television bans imposed by various regional athletic conferences, including our own Southwest Conference. The thinking, or lack of thinking, of the various conference athletic directors has simply been transferred to the formation of a national policy.
>
> The principal issue is the public's right to television service, and particularly the right of school patrons and taxpayers to participate in an activity which they have created. College football, we insist, is not the vested interest of a troop of athletic directors.

WOI-TV MOVE
Shifts Equipment to Studios

WOI-TV Ames, Iowa, is moving its camera, projection equipment and network control board from its transmitter building in Kelly, Iowa, to its studio building on the Iowa State College campus in Ames.

A link transmitter has been installed atop the Service Building on campus from which WOI-AM-FM-TV broadcast. Another link unit has been installed at the transmitter to receive programs sent from the studios. Soon to be ready is a second set of links for remote telecasts from WOI-TV's mobile unit.

FOOTBALL VIDEO
PCC Asked to Lift Ban

PACIFIC Coast Conference ban on telecasting football and other college sports events should be reconsidered, the California State Assembly decided last week by a 39-6 vote. Assemblyman Gordon Hahn (R-Los Angeles), author of the resolution, said conference schools did not consider "the vast number of people who are watching television."

Since Californians have spent millions for TV receivers, he said, the ban is a "problem of the people." His measure goes to the State Senate. Earlier Mr. Hahn had proposed a resolution calling upon U. of California regents to prevent teams from playing in contests banned from viedo by FCC. He noted that state universities are supported by tax funds.

TESSIE'S TROUBLE
B&B's Mead Writes TV Satire

TESSIE THE HOUND OF CHANNEL ONE. By Shepherd Mead. Illustrated by Weston B. Emmart. Doubleday & Co. Inc. 251 pp. $2.75.

THIS SATIRE on television was written by the supervisor of all radio and television copy for Benton & Bowles [BROADCASTING • TELECASTING, Jan. 8]. The irresistably funny novel is augmented by Mr. Emmart's drawings which catch the mood.

The story involves Tessie, a collie, who as a top TV star won the love of audiences throughout the nation but also was a source of much disturbance for other characters in the book.

Rectangular Tube

DEVELOPMENT of a new metal rectangular television picture tube has been announced by the RCA Tube Dept. A 17-inch tube, the new kinescope uses the metal-shell construction first introduced by RCA in the 16-inch round metal tube. Complete technical data is contained in a bulletin available from the Commercial Engineering Section, RCA Tube Dept., Harrison, N. J.

Improve Your Selling!
This Year's only Southeastern
RADIO SALES TRAINING CLINIC
will be held February 14-15-16 in
Fort Lauderdale, Florida
Give your salesmen this training—
Better tools to work with—
A bonus for both salesman and station.
Write or wire for information and reservations
THE *Fred A. Palmer* CO.
WORTHINGTON, OHIO

Networks Gross

(Continued from page 21)

gross time purchases. (See Table II.)

By product groups, the greatest amount of time was bought by the food processers, who spent $3,870,536 during November 1950, registering a drop from last year's total of $4,074,456. The Toiletries and Toilet Goods manufactures were second, through purchases of $2,254,614, as compared to November 1949's figure of $2,479,889. Within the group Procter & Gamble led the other advertisers by spending $405,922. Third place was taken by the Drugs & Remedies category whose expenditures mounted to $2,215,702 while last year their total was only $1,902,143. Sterling Drug Co. spent the most money, $639,457, in the drug group. Fourth and fifth were the Soaps, Cleansers & Polishes, and the Smoking Material groups, respectively. (See Table III.)

* * *

TABLE II

TOP TEN NETWORK ADVERTISERS IN NOVEMBER 1950

1.	Procter & Gamble	$1,680,669
2.	General Foods	794,863
3.	Sterling Drug Co.	662,907
4.	Lever Bros.	632,384
5.	General Mills	604,957
6.	American Home Products	582,101
7.	Miles Labs.	563,002
8.	Campbell Soup Co.	476,438
9.	Liggett & Myers	454,139
10.	R. J. Reynolds	392,069

TABLE III

LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS IN NOVEMBER 1950

Agriculture & Farming	Allis Chalmers Mfg. Co.	$ 33,486
Apparel, Footwear & Acces.	Frank H. Lee Co.	59,132
Automotive, Automotive Acces. & Equip.	Electric Auto-Lite	95,490
Aviation, Aviation Equip.		
Beer, Wine & Liquor	Pabst Sales Corp.	126,555
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	106,042
Confectionery & Soft Drinks	Wm. H. Wrigley Jr.	142,512
Consumer Services	Electric Co.'s Adv. Program	63,592
Drugs & Remedies	Sterling Drug Co.	639,457
Entertainment & Amusements		
Food & Food Products	General Foods	795,799
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	132,311
Horticulture		
Household Equip. & Supplies	Philco Corp.	136,632
Household Furnishings	Armstrong Cork Co.	35,620
Industrial Materials	U. S. Steel Corp.	109,650
Insurance	Prudential Life Ins. Co.	118,5
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	179,2
Office Equip., Writing Supplies, Stationery	Hall Bros.	88,4
Political	National Democratic Committee	54,4
Publishing & Media	William Wise Co.	10,5
Radios, TV Sets, Phonog., Musical Instr. & Acces.	RCA	205,4
Retail Stores	Save-By-Mail	7,8
Smoking Materials	Liggett & Myers	454,13
Soaps, Cleansers & Polishes	Procter & Gamble	1,125,1
Sporting Goods & Toys		
Toiletries & Toilet Goods	Procter & Gamble	405,92
Transportation, Travel & Resorts	American Assn. of Railroads	67,44
Miscellaneous	American Fed. of Labor	121,95

FCC Budget

(Continued from page 26)

406; and executive, staff and service activities from $1,322,653 to $1,373,358.

Actual outlay to be expended in fiscal 1951 is $6,575,000 since $50,000 was sliced by the Budget Bureau from the appropriation in line with an overall non-defense Congressional cut.

A "permanent indefinite appropriation" of $1,500 is carried over on 1952's estimate bringing the total appropriation figure to $6,851,500. The additional account, however, is a bookkeeping item.

Substantial increase in State Dept.'s international information program, which includes Voice of America operations, is proposed by the President. Last fiscal year's appropriation was $94,018,850 as adjusted. This figure includes the whopping $63,855,850 appropriation contained in a supplemental voted by the 81st Congress. Recommended for 1952 is an unprecedented figure of $115 million.

Program operations for radio broadcasting would be increased some $9 million under the President's recommendation. For establishment of radio facilities, an appropriation of $15,763,680 is requested. This compares to $34,117,068 voted by the Congress in fiscal 1951. Consequently the new sum asked by the President is for a continuing expansion of Voice facilities.

In highlighting the activities of radio broadcasting under the information program, the President paid particular attention to the 1951 "Campaign of Truth." He said the appropriation increases for that fiscal year furnished additional language broadcasts by providing radio sets to people "in certain foreign countries," and additional broadcasting facilities in the U. S. and overseas.

By 1952, he observed, a substantial amount of improved and new radio facilities underway in recent years will be completed and in operation. Some 38 transmitters are now sending out programs—which will total 61⅔ program hours per day in 46 languages and dialects by 1952—in the U. S. and from overseas relay stations.

FTC Budget Same

Federal Trade Commission is tabbed for $3,892,0000, nearly the exact figure of 1951 appropriations.

The marked similarity of fiscal 1952's non-defense budget to 1951's reflects the general outline which is to contain domestic spending while substantially increasing the defense outlay.

President Truman's overall budget request comes to a total $71.6 billion, an increase of some $44.4 billion. The expanded budget would require a $16-20 billion tax increase.

In the tax-revenue field, the House Ways & Means Committee announced tentative scheduling of hearings Feb. 5 to explore methods to gain additional revenue.

It was learned that the Budget Bureau is conducting an extensive study of the proposal to impose fees for commercial broadcast licenses as a revenue-raising action [BROADCASTING • TELECASTING, Jan. 8]. The House Ways & Means Committee may be expected to explore the issue when the report is complete.

A spokesman for the committee, meanwhile, said no formal action is near to consider tighter restrictions on institutional advertising, an issue that has been cropping up in unofficial Congressional discussion. He said that as yet, the House group has not looked into the matter nor had it been requested to do so.

PARTS MATERIAL

Elliott Cites Shortages

SOME of the scarce materials available to radio and TV set makers should be pegged for production of replacement parts, Joseph B. Elliott, vice president of consumer products for RCA Victor Division, told National Appliance and Radio Dealers Assn. members in Chicago Monday. Speaking at the group's convention in the Stevens Hotel, Mr. Elliott warned "there is no prospect of business as usual." Manufacturers, he said, "cannot anticipate production beyond the first quarter of the year." He told retailers to prepare for shortages of merchandise.

Mr. Elliott said RCA "will make every effort" to supply replacement parts for service and maintenance of TV sets in homes. "This can only be done, however, by diverting a portion of whatever materials and components are available from new production to production of replacement parts."

Other manufacturing news in Chicago last week came from Webster-Chicago Corp., which announced $315,000 will be spent on advertising and promotion during the first six months of 1951. This represents a 50% increase from 1950, said Advertising Manager S. T. Seaman.

JUDGE
a station by
the company
it keeps

One of the nation's leading insurance companies, with a sizable advertising budget, uses 30 radio stations throughout the country. WINS is one of them, and is the only independent used in metropolitan New York. Why? Because low rate per thousand, plus response, makes WINS the perfect radio buy in this market.

Call your WINS representative . . . see him when he calls.

Buy WINS . . . it Sells!

WINS
50KW New York

CROSLEY BROADCASTING CORPORATION

Only "people" buy your product — and the "people" of Western Michigan refer to WGRD as —

"The People's Station"

WGRD Grand Rapids

New Business

(Continued from page 14)

over 10 stations of DuMont network, for 13 weeks effective Jan. 13. Agency: Grant Advertising Inc., Chicago.

CHRISTIAN SCIENCE PUBLISHING SOCIETY, Boston, renews *The Christian Science Monitor Views the News*, featuring Erwin D. Canham, editor of *Monitor*, Tues., 9:45-10 p.m., over ABC. Agency: H. B. Humphrey, Alley & Richards Inc., N. Y.

Adpeople • • •

ELLIS M. TREFETHEN promoted assistant to advertising manager General Electric's electronic department, Syracuse. Previously was public relations in Washington, D. C.

KEITH PORTER, sales manager Harriet Hubbard Ayes, appointed president of firm, a division of Lever Bros. He succeeds **RALPH P. LEWIS**, resigned.

NEWTON C. CUNNINGHAM, merchandising manager Owl Drug Co. in Pacific Northwest, appointed advertising and sales promotion manager of firm with headquarters in L. A. **FRANK McGREAL** returns to Owl after five year absence to succeed Mr. Cunningham in Pacific Northwest position.

DOUGLAS MUELLER, director of public relations Seiberling Rubber Co., Akron, appointed assistant to president.

Feature

(Continued from page 8)

a jam. Now, coming into listeners' homes twice a day is a privilege I value highly."

And Mr. Sigl has developed a reputation for helping folks out when they need it most. One of his outstanding works has been the *Times-Union* Legion of Blood Donors, which has contributed close to 3,000 donations of blood in its 11 years of existence. Another good deed was done when Mr. Sigl appealed for wheelchairs for aged people who could not afford them, and received more than 300 chairs from listeners.

Perhaps the most interesting of "Uncle Al's" accomplishments was his aid to the Tonawanda Indian Reservation, located near Rochester. The Indians now call him "Hunyawandoa," which means "he who speaks with magic voice," because he not only got them a 10,000-book library some years ago, but got another one for them later when the first one burned.

With characteristic grace and modesty, Mr. Sigl disclaims all credit for his good works. "Actually, I don't do anything," he insists. "I just make an appeal on the air. Those wonderful folks do the rest."

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

LISTENER AWARD

WFBR Has Personality Contest

A SUCCESSFUL new promotion has just been concluded over WFBR Baltimore. The promotion, called "The Don McNeill Listener Award," was offered to the most popular station personality. Winner was Henry Hickman, 46-year-old radio veteran of Maryland and Delaware who is scheduled to receive the award on ABC's Don McNeill *Breakfast Club* this Thursday. Mr. Hickman conducts WFBR's *Club 1300*.

The station arranged the promotion, giving two weeks of air publicity and extensive newspaper advertising. Don McNeill, ABC star; John E. Surrick, WFBR general manager, and Bert Hanauer, station program director, transcribed spot announcements which plugged the award. None of the personalities was permitted to campaign.

Ballot boxes for listeners' votes were placed in grocery stores by the sales forces of General Mills, Swift & Co. and Joseph Zamoiski, Philco distributor. In addition to names of WFBR personalities, names of products specified by sponsors of the *Breakfast Club* also were contained on the ballots. Three other ABC stations already are setting up the same kind of election, it was reported.

RCA TUBES

The standard of comparison

RCA
RADIOTRON
ELECTRON TUBE
857-B

A full line of mercury-vapor rectifiers* from one dependable source

RCA Tube Distributors are conveniently located in all principal cities of the U.S. . . . and are the *top distributors* in their territories. Look to your local RCA Tube Distributors for efficient service on your broadcast tube requirements.

• • •

***RCA types** 857-B, 869-B, 575-A, 673, 872-A, 8008, 866-A, and 816, mercury-vapor rectifiers are *built for continuous-duty service.* Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers.

RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.

CAB MEET

Map Plans for Feb. 26-Mar. 1

TENTATIVE PLANS for the annual meeting of the Canadian Assn. of Broadcasters at Chateau Frontenac, Quebec, Feb. 26-March 1, call for panel discussions, closed business meetings and a closed session on emergency communications at which Canada's Civil Defense Coordinator will speak.

Morning and afternoon sessions are planned under the general chairmanship of William Guild, CJOC Lethbridge, CAB board chairman. Mr. Guild will welcome delegates to the convention on Monday morning, Feb. 26, and at 10 o'clock the first panel on "Earnings and Services" will start under chairmanship of F. H. Elphicke, CKWX Vancouver. Maurice B. Mitchell, Associated Program Services, New York, will be luncheon speaker. The afternoon session will be a panel, "Information Please" with Canadian and American representatives of all phases of broadcasting on the panel under the chairmanship of Vic George, CFCF Montreal. A cocktail party by the Canadian National and Canadian Pacific Telegraphs will end the day's sessions.

Other Sessions

Second day of the meeting will include a morning panel under Ralph Snelgrove, CKBB Barrie, on "Earnings and Audience." The afternoon opening session will be devoted to association business and annual report. The second half of the afternoon will be a closed session on emergency communications with five station operators on the panel along with General Worthington, Canadian Civil Defense Coordinator. Canadian Marconi Co. will be host at a cocktail party preceding the annual dinner at which the first John J. Gillin Jr. Memorial Award will be made to a Canadian station and membership awards will be made for the CAB Quarter Century Club.

Wednesday morning will be devoted to the annual meeting of the Bureau of Broadcast Measurement and afternoon session to "Operations and Earnings" under chairmanship of W. F. Souch, Canadian Marconi Co.

Thursday morning will be devoted to cleaning up all unfinished business. CAB board of directors will meet the day before the convention starts.

RCA-NBC SEMINAR

Meet With Negro Editors

RCA AND NBC conducted the second of a series of current conferences on press and public relations with Negro editors and publishers Tuesday in Chicago, with 40 representatives of the Negro press from the midwest attending seminars at network headquarters. This is the second year RCA has sponsored cooperative work sessions in the three major metropolitan centers, New York, Chicago and Los Angeles. A similar conference took place in New York last October, and will be repeated in Los Angeles next month.

William F. Brooks, NBC vice president in charge of public relations, and Sydney Eiges, vice president in charge of press, appeared on a panel discussion outlining purposes of the seminar after speeches by Willard Townsend, head of the United Transport Workers and a member of the CIO executive committee, and Dowdal Davis, president of the American Negro Publishers Assn. and managing editor of the *Kansas City Call*. Mr. Townsend spoke on the Negro in the national community and Mr. Davis outlined activities of the Negro press. Harry Kopf, NBC Chicago vice president, was host.

Mr. Eiges explained functions of the network press department, and that all hiring of personnel is based "on experience and ability rather than race, creed or color." He cited a need for "greater contact with the Negro press."

Mr. Brooks outlined how questionable references to Negroes and other racial and religious groups are deleted from copy, including song lyrics.

At a luncheon given by *Ebony* magazine, Walter A. Buck, RCA vice president and general manager of the Victor Division, received a citation from the magazine as the company making the greatest contribution in the field of industrial race relations during the year.

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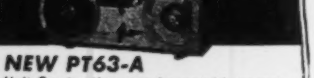

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FCC actions

JANUARY 11 TO JANUARY 18

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 11 Applications . . .

ACCEPTED FOR FILING

AM—1310 kc

KNOX Grand Forks, N. D.—CP AM station to change from 1400 kc 250 w unl. to 1310 kc 5 kw unl. DA-N.

License Renewal

Request for license renewal AM Station: KVMV Twin Falls, Ida.; KWBW Hutchinson, Kan.; KSIG Crowley, La.; WPOR Portland, Me.; WAGM Presque Isle, Me.; KLMX Clayton, N. M.; WWSC Glens Falls, N. Y.; WNBZ Saranac Lake, N. Y.; KWHW Altus, Okla.; WHSC Hartsville, S. C.; WTSA Brattleboro, Vt.; KSEM Moses Lake, Wash.

Request for license renewal FM station: WENR-FM Chicago; WEHS Chicago; WSON-FM Henderson, Ky.; WPAG-FM Ann Arbor; WKBZ-FM Muskegon, Mich.; KCMO-FM, Kansas City, Mo.; WGWR-FM Asheboro, N. C.; WMFR-FM High Point, N. C.; WAIR-FM Winston-Salem, N. C.; WVKO Columbus, Ohio; WHIO-FM Dayton, Ohio; KLUF-FM Galveston, Tex.

License for CP

KVLC-FM Little Rock, Ark.—License for CP FM station.

Modification of CP

WBT-FM Charlotte, N. C.—Mod. CP FM station to change ERP from 277 kw to 55.5 kw.

TV—82-88 mc

Tampa Times Co., Tampa, Fla.—New commercial TV station Chan. 4 (66-72 mc). ERP 22.5 kw vis., 11.25 kw aur. AMENDED to request Chan. 6 (82-88 mc) ERP 27.1 vis., 13.55 kw aur.

TV—210-216 mc

WJAC-TV Johnstown, Pa.—CP commercial TV station to change from 30 kw vis. 15 kw aur., to 100 kw vis., 50 kw aur.

TENDERED FOR FILING

CP to Replace CP

WCEN Mt. Pleasant, Mich.—CP to replace expired CP to increase power, install DA-N etc.

January 12 Decisions . . .

ACTION ON MOTIONS

By Examiner J. D. Cunningham

FCC General Counsel—Granted petition to reopen record upon application of Tri-State Bcstg. Co. (WCPM), Middlesboro, Ky. for sole purpose of receiving evidence with respect to availability of a Class IV channel for use in Middlesboro, Kentucky; and said further hearing will be conducted in offices of Commission in Washington, D. C., Jan. 23, 1951.

By Examiner Jack P. Blume

Charles H. Chamberlain, Bellefontaine, Ohio—Granted petition insofar as it requests leave to amend application so as to include therein additional data relating to applicant's financial qualifications to construct proposed station; so much of petition as requests reconsideration and grant without hearing is referred to Commission, en banc, for consideration.

KXLA Pasadena, Calif.—Granted continued hearing from Jan. 15 to March 1 in proceeding upon application for mod. license and In re Order to Show Cause.

January 12 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

David M. Segal, Malvern, Ark.—CP new AM station on 1380 kc 1 kw D. Amended to request 1420 kc.

AM—970 kc

WERH Hamilton, Ala.—CP AM station to change from 970 kc 1 kw D to 970 kc 5 kw D.

AM—1150 kc

WCEN Mt. Pleasant, Mich.—CP AM station to replace expired CP to increase power etc.

Modification of CP

Request for mod. CP for extension of completion date: KRE-FM Berkeley, Calif.; KFOX-FM Long Beach, Calif.; KWPC-FM Muscatine, Iowa; KUGN-FM Eugene, Ore.; WISC-FM Madison, Wis.

License Renewal

Request for license renewal FM station: WCFM Washington, D. C.; KTFI-FM Twin Falls, Idaho; WDWS-FM Champaign, Ill.; WGNB Chicago; KROS-FM Clinton, Iowa; WTPS-FM New Orleans; WHAV-FM Haverhill, Mass.; WMBH-FM Joplin, Mo.; WMBO-FM Auburn, N. Y.; WERE-FM Cleveland, Ohio; WSAN-FM Allentown, Pa.; WSLS-FM Roanoke, Va.

License for CP

WLET-FM Toccoa, Ga.—License for CP FM station to make changes in existing FM station.

TENDERED FOR FILING

AM—920 kc

WOKY Milwaukee, Wis.—CP AM station to change from 920 kc 1 kw unl. to 920 kc 5 kw unl.

APPLICATIONS RETURNED

License for CP

KAGH Crossett, Ark.—RETURNED Jan. 12 application for license for CP new AM station.

License Renewal

WCLO-FM Janesville, Wis.—RETURNED Jan. 12 application for license renewal FM station (not notarized).

January 16 Decisions . . .

BY THE SECRETARY

KIUP Durango, Col.—Granted license change frequency, power and trans. location and install new trans. and DA-N and change studio location; 930 kc 1 kw unl. DA-N.

Board of Education, City of Chicago, Chicago—Granted CPs for new remote

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TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

pickups KA-8187-8, KSB-736.

KCSB San Bernardino, Calif.—Granted CP to install new trans; cond.

Following granted mod. CP's for extension of completion date as shown: WJZ-TV New York, to 6-30-51; WBEN-FM Buffalo, N. Y. to 8-8-51; KREL-FM Goose Creek, Tex. to 5-21-51; WARD-FM Johnstown, Pa. to 3-1-51. WMLD St. Petersburg, Fla. to 2-15-51; KNOB Long Beach, Calif. to 7-22-51 cond; WAYS-FM Charlotte, N. C., to 3-31-51 cond.; WBAP Fort Worth, Tex. to 6-15-51 cond.

WMAY Springfield, Ill.—Granted license new AM station; 970 kc 1 kw-D 500 w-N DA-2 cond.

WCFC Beckley, W. Va.—Granted license for new AM station; 730 kc 250 w D cond.

KRXL Roseburg, Ore.—Granted license for new AM station; 1240 kc 250 w unl.

KELK Elko, Nev.—Granted license change frequency; 1240 kc 250 w unl.

KTSW Emporia, Kan.—Granted CP to install new trans. and change main studio location.

WCTT Corbin, Ky.—Granted mod. CP to change trans. location, and change type of trans.; cond.

WGLC Centreville, Miss.—Granted mod. CP for approval ant. and trans. and studio locations, and change type trans.

WWNR Beckley, W. Va. — Granted mod. CP for extension of completion date to 7-12-51.

WFAA Dallas, Tex.—Granted mod. CP for extension of completion date to 6-15-51 cond.

KSTT Davenport, Ia.—Granted license change frequency, increase power, change hours of operation, install new trans. DA-2 and change trans. location; cond.

KXO El Centro, Calif.—Granted CP to make changes in presently licensed vertical ant.

January 17 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker

KJSK Columbus, Neb.—Granted dismissal with prejudice of application to change from 900 kc 1 kw D to 920 kc 1 kw D 500 w N.

WMFJ Daytona Beach, Fla.—Granted dismissal without prejudice of application to change from 1450 kc 250 w to 1260 kc 1 kw.

Independent Bcstg. Co., Des Moines, Iowa—Deferred action on motion to amend to incorporate as part of application resolution setting forth release of Independent Bcstg. Co.

WCEM Cambridge, Md.—Granted dismissal without prejudice of application to change from 1240 kc 100 w to 1240 kc 250 w.

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted extension of time to Feb. 19 to file exceptions to initial decision issued in proceeding re application and that of Kansas City Bcstg. Co. Inc., Kansas City, Mo.

By Examiner Fanney N. Litvin

Southern Bcstg. Co., Nashville, Tenn.—Granted petition to amend application to make revision in programming data and estimated monthly cost of operation.

Nashville Bcstg. Co., Nashville, Tenn.—Granted petition to amend application to change location main studio from that shown to "to be determined."

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition to amend application

(Continued on page 86)

POPPELE ELECTED

Is Director of VWOA

J. R. POPPELE, vice president in charge of engineering, WOR-AM-TV New York, has been elected a director of the Veteran Wireless Operators Assn. for 1951.

Other directors of the VWOA are: George E. Sterling, FCC Commissioner; George H. Clarke, formerly of RCA, retired; A. J. Costigan, Radio Marine Corp. of America; C. D. Guthrie, U. S. Maritime Commission (ret.); William J. McGonigle, New York Telephone Co., president of VWOA; Capt. Fred Muller, USN (ret.), and William C. Simon, Tropical Radio-United Fruit, VWOA secretary.

CLASSIFIED ADVERTISEMENTS

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Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
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BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted: Experienced radio man with some money for safe investment. Prefer managerial type or holder of first class ticket. Interesting proposition. Box 585H, BROADCASTING.

Wanted—Complete staff for new 250 watt station—engineers, announcers, program directors, salesmen. Give all details first letter. Nathan Frank, Box 810, Henderson, N. C.

Managerial

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 413H, BROADCASTING.

General manager having now active or with references previous experience as general manager in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 558H, BROADCASTING.

Wanted: Topnotch manager with first class ticket and some announcing ability. Small market, new 1 kw station west Alabama. Applicant must be draft exempt and have automobile. Salary against a definite percentage. Interested parties please write W. E. Farrar, Reform, Alabama, or R. E. Hook, Aliceville, Alabama.

Salesmen

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 478H, BROADCASTING.

Experienced salesmen for the Lone Star state's most powerful fulltime independent. Right in the heart of sunny Texas where the west begins and dollar-volume is big. Excellent future for the right party. Must be alert, ethical, a go-getter. Write W. B. Chambers, General Manager, KCUL, Fort Worth, Texas.

Salesman wanted for local accounts. Announcing or writing experience desirable. Arkansas' largest fulltime Mutual station. Write or call KFFA, Helena, Ark.

Time salesman—Preferably one who can announce. Good situation for talented young man. Send full particulars to Jim Duncan, KSIL, Silver City, N. M.

Young progressive Massachusetts 1000 watt independent station needs "thinking" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who likes to battle odds —and win. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once in long hand to Guidance Center, 73 Tremont Street, Room 343, Boston 9, Massachusetts. Be sure to include your latest photograph.

Announcers

Combination studio announcer-engineer. Must have three years all-round experience plus sports. Disc, photo, references. Immediate opening. Box 431H, BROADCASTING.

Somewhere there must be a combination announcer-engineer who has qualifications in both fields. This is a high caliber 250 watter which needs someone to act in the capacity of chief technician and still be able to do a really first class announcing job. If you have a minimum of three years combination experience, can handle the technical aspects and can do a professional job of announcing with a selling voice on all types of programs and commercials, your pay is $70 per week to start, with raise in six months. Box 485H, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer, network affiliate. $50 week. Send detailed letter only. Box 561H, BROADCASTING.

Announcer or combination, some experience, 250 watter near New York. Box 562H, BROADCASTING.

Wanted. Combination announcer-engineers with a first class ticket. Starting pay $75 per week. 40-hour week. Answer immediately. Box 601H, BROADCASTING.

Rocky Mountain ABC affiliate desires good combo man with first phone. Send disc, photo and particulars, John R. Bailey Jr., Manager, KVOC, Casper, Wyo.

Old established NBC affiliate in important northwestern market seeks two good announcers for its staff. New studios. New transmitter soon, increasing power to 5000 watts. Wants personable, all-round man especially good on disc shows; and an all-round man specializing in good, listenable news delivery. Pay above average for market. Send disc, background and photograph to Jim McKibben, Program Director, KIDO, Boise, Idaho.

Wanted by small market station in Hawaii, two experienced announcers with first class tickets. Send full details in first letter to KMVI, Wailuku, Maui, T.H.

Morning man able to do news and music. College and midwest preferred. KVFD, Fort Dodge, Iowa.

Announcer with good voice. Remotes, mobile units, MC work, writing. Good opportunity. Please send disc, snapshot and letter. No application considered without all three items. ABC. KVOC, Casper, Wyoming.

Wanted: Well established Mutual station has opening for experienced announcer. Permanent situation offering excellent working conditions in nice clean town of 15,000. KVOP, Plainview, Texas.

Announcer-engineer with emphasis on announcing. Must be high type. WBAT, Marion, Indiana.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Wanted—Baseball announcer for class A Sally League season beginning April. Possibility permanent position year-round if satisfactory. Good salary to right man. Send photo, transcription, salary expected and full details to Walter M. Windsor, General Manager, WGBA, Columbus, Ga. immediately.

Wanted—Two experienced combination men with emphases on announcing. Also two engineers, no experience necessary. Good working conditions and pay. No need to apply unless you want permanent position. Apply in person, letter or phone giving all details. Radio Station WHNC, Henderson, N. C.

Announcer-operator, emphasis on announcing but must have first class radiotelephone operator's license. Pleasant working conditions, modern plant in city of 23,000 population located four hours drive from New York or Boston. 250 watt independent offers good pay to successful applicant. Only written applications accepted, include photo and tape or disc recording. J. Gordon Keyworth, General Manager, WMNB, North Adams, Massachusetts.

Technical

Audio technician, thoroughly experienced, as chief engineer of two professional-grade recording studios. Prefer man not subject to draft. State salary. Box 430H, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer for progressive dual network station, in town with 3 stations. Send full details including experience, education to Box 447H, BROADCASTING.

Engineer wanted: 5000 watt station South Atlantic coast. No announcing or control room work. Automobile required. Starting salary **$250-300 per** month. Please furnish **complete experience, training, references and snapshot.** Box 448H, BROADCASTING.

Two hundred fifty watt station expanding to five thousand watts needs first class operator. AM-FM operation. Letter of experience, education and list of references desired. Box 511H, BROADCASTING.

Engineer—some announcing. Starting salary $60. Immediate opening, North Carolina. Box 525H, BROADCASTING.

Need first phone operator for 1 kw independent Texas station. Give draft status, age and references. Box 545H, BROADCASTING.

Wanted: One transmitter engineer with at least one year experience to operate AM (5 kw), FM (10 kw) equipment. Possibility of entering TV field. Southern New York state station. Box 606H, BROADCASTING.

Wanted immediately. Chief engineer-announcer. Construction experience necessary. Desire family man over 30 who wants to work. Excellent future. $4400 per year. Send background, references, Merle Tucker, KGAK, Gallup, New Mexico.

Midwest—Network affiliate. Fulltime First class phone operator, transmitter, remotes, recordings. Car necessary. Give full details, first letter. WGEM, Quincy, Illinois.

Engineer-announcer wanted for Mutual affiliate station, located in college town of 8,000. Top salary, good living conditions. Write, wire or phone R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Copywriter-woman preferred. Send photo, copy and disc. **State salary.** Box 453H, BROADCASTING.

Program director for New England independent 1000 watter. Require production experience, directing staff, announcing and board. State experience, draft status, availability and salary. Box 527H, BROADCASTING.

Copywriter with ideas. Some announcing. Send samples work. Box 543H, BROADCASTING.

Copywriter, preferably female, start $45.00 per week. Rush copy, photo, all info WDAD, Indiana, Pa.

Ralston Purina Company has an opening for a man 26 to 35 to work as radio promotion man. College degree and some experience in radio work is necessary, a rural background helpful. Work will be with radio stations to help merchandise programs and helping to supervise production of radio shows, etc. Headquarters in St. Louis, considerable travel involved. To apply, write F. E. Heacock, Ralston Purina Co. giving complete qualifications.

Television

Technical

Television station in southeast has opening for experienced or qualified television technician. Box 528H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Sales manager with outstanding record no rocking chair executive, needs minimum guarantee $150 per week plus commission. Capital available to buy in after few months if opportunity offered. Box 385H, BROADCASTING.

Manager, former owner successful operation, available January 15. Experienced in sales, programming sports and promotion. Full details on request. Box 387H, BROADCASTING.

Manager, commercial manager, over 11 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Manager who knows radio from A to Z. From bottom to top, I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. Proven record of two stations pulled out of red. If personnel gets scarce, can fill any spot except engineering. College background plus ten years radio experience. Not afraid of trial period. Good reason for change. Want job with future and can make station pay, also save money on operation. Available thirty days notice to present employer. Draft exempt. Reply Box 473H, BROADCASTING.

Mr. Station Owner. Need help? Secure the combined services of two men with thirty-four years successful records in radio and television, station management, sales and programming. Presently employed but available on reasonable notice. Write or wire today. Box 552H, BROADCASTING.

Ten years experience in all phases station operation, seeks managerial post. Box 587H, BROADCASTING.

Thoroughly capable general manager, 36, and commercial manager available. Presently employed. Has made substantial success of metropolitan market in one of most highly competitive cities in midwest. Exceptionally well rounded newspaper classified and display background. Excellent record radio commercial management background. Family man. Want opportunity to profit by own efforts and establish permanent home. Prefer station conditions to indicate this by stock participation. Salary and 5% on gross business. Address Box 609H, BROADCASTING.

Successful all phases TV-AM in executive capacity . . . advertising, sales promotion, publicity, news, programming and production. Working in top market, available 4 weeks' notice. Best references. Good draft status, mid thirties, own car, married. Box 610H, BROADCASTING.

Salesmen

Let's face facts! I am in my early thirties. Have reached the peak in sales where I am presently employed. I have the initiative and ability to go to the top in radio sales. I have been in radio 4 years, college education. Married. I am interested in a top salesman's or commercial manager's job. **Box 403H,** BROADCASTING.

National radio representative sales, or call on and service accounts for other salesmen. Experienced. Also time buyer. Box 544H, BROADCASTING.

Salesman—Six years sales, announcing, program experience. Married. Desire permanent opportunity to work hard for progressive station. Box 553H, BROADCASTING.

Texas only! Hundred week guarantee, ten years experience. Presently employed. Box 580H, BROADCASTING.

Announcers

Baseball man. Available now or spring. **Experienced** all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college grad; **experienced.** Box 458H, BROADCASTING.

Sports wanted, beginning baseball. AA baseball, midwest basketball, football (college prep) national agency, sponsor recommendations. Veteran, 28, three children, college, permanency primary. Contract desirable. $100. Box 472H, BROADCASTING.

Situation Wanted (Cont'd)

Announcer, newscaster, 15 years all phases, seeks permanent position. Former NBC staff. Veteran, 34 years old, married, one child. All replies answered. Will go anywhere. Box 477H, BROADCASTING.

Sportscaster-engineer. To play-by-play basketball, football, baseball, boxing. 4 years chief engineer, installations. Good newscast, remotes, staff announcing. Sports disc or tape. Full details first letter. Draft exempt. Box 484H, BROADCASTING.

Announcer, some experience small southern net. Require living wage, willing to travel midwest or east. 25, single vet. Box 500H, BROADCASTING.

If you're in need of an experienced announcer—pause here, please! Thanks! Prefer metropolitan area. 5 kw to 50 kw. News, commercials, emcee, drama, etc. Excellent references. College education. Disc, photo on request. Box 513H, BROADCASTING.

Disc jockey, announcer; show-biz wise, talented ad liber to hypo your programming. Topflight shows. Opportunity first. Salary secondary. Ingenuity unlimited. Box 517H, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-rated sports review, news, commercials, DJ, board operation, all-round man. Want year-round play-by-play, in sportsminded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 526H, BROADCASTING.

Announcer—3 years experience, 27, married, draft status good. All type shows—news, studio, man-on-street. Prefer midwest. Box 530H, BROADCASTING.

Announcer with five years experience proven top mail pull and ad lib selling experienced in acting and directing interested position television station or radio station with television plans. Box 529H, BROADCASTING.

Country personality: Sometimes called, the farmers Arthur Godfrey, because of selling ability. Homespun type of show with excellent ad lib. Can do live or record shows or combination. MGM recording artist as folk singer. Play guitar and sing as part of record show. Have done 3 hours daily for past 3 years. 1 hour daily in department store before live audience. Ratings good and steady. Also do 15 minute news commentary "Cracker Barrell Commentary." Staff song writer for leading publisher. Age 35 with family. Box 532H, BROADCASTING.

Experienced announcer-engineer, married, veteran; presently employed 5000 watt midwest network—music director. Prefer eastern market. Have car. Box 533H, BROADCASTING.

Sportscaster—Play-by-play man, 3 years experience. Draft exempt. Prefer midwest. Box 531H, BROADCASTING.

Intelligent experienced announcer available for effective commercials, news, classics, platters. Tape available. Box 534H, BROADCASTING.

Competent staffer, heavy on news and commercials, looking for permanency in good market. Married veteran. College background. 2½ years experience. Presently employed. Excellent references. Box 536H, BROADCASTING.

Announcer-writer combination metropolitan experience. Effective at mike and typewriter. Copy and tape available. Box 535H, BROADCASTING.

Staff announcer desires night shift in college town. 2½ years well-rounded experience. Married veteran. First rate references. Box 537H, BROADCASTING.

News is "IT" as saleable item—local news not excepted. Over 180 thousand persons listen to the local news covered, written and announced by one man with five years of metropolitan newspaper and radio experience. Also experienced as staff announcer, continuity writer, operator and in disc shows. Write Box 538H, BROADCASTING.

Available, announcer 2 years experience. Chief announcer for past year. Family man, veteran. For taped audition write Box 539H, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Two years radio and console experience. Draft exempt; college graduate. Prefer position in east, but will reply with disc, information to all requests. Box 541H, BROADCASTING.

Experienced announcer. Upper midwest only. News, DJ remotes, general staff. Tape air check and full information available. All replies answered. Box 542H, BROADCASTING.

Announcer, excellent on news and disc shows. Well grounded in all phases of broadcasting. Graduate of New York City announcing school. Veteran, family man, conscientious and dependable. Will reply to all inquiries. Disc available. Box 546H, BROADCASTING.

Sports announcer. Five years experience. Play-by-play in major sports. Prefer midwest. Staff announcing. Dependable. 27. Veteran. Presently employed. Excellent references. Disc available. Box 547H, BROADCASTING.

Lazy, good for nothing announcer. Two years loafing. Single, 26. Box 549H, BROADCASTING.

Experienced announcer knows production, programming, can sell. Good offer will procure draft exempt, family man who can produce results through hard work, imagination and persistance. Available immediately. Box 554H, BROADCASTING.

Experienced announcer-writer, presently employed with a 250 watt station, seeks re-location. For further information contact through Box 556H, BROADCASTING.

Family man above draft age. Good commercial announcer. Excellent training news, production, special events. References. Minimum required: $90 a week. Box 557H, BROADCASTING.

Experienced sportscaster, former pro, wants sports job. Baseball tops. 1st class ticket. References. Box 560H, BROADCASTING.

Available immediately. Man with B.S. Degree in radio broadcasting desires radio or television announcing or producing. Can handle all-round staff jobs. Married. Box 563H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Announcer, newscaster, copywriter, experienced, married with family. Draft exempt. Box 568H, BROADCASTING.

Experienced, versatile, congenial announcer. Outstanding selling ability. College background. Presently with leading independent. Desires market of 500,000 or larger. Box 569H, BROADCASTING.

Sportscaster. Play-by-play baseball, basketball, football and other sports. Presently employed at 5000 watt station. Draft exempt. Location immaterial. Box 570H, BROADCASTING.

Baseball broadcaster. Rated region's outstanding sportscaster. Completely experienced live, recreation, regional network broadcasts. Desire AA or higher affiliation. Draft free. Available '51 season. Currently employed. Top references furnished. Personal interview arranged. Box 572H, BROADCASTING.

Experienced announcer have worked in large market areas. Interested permanent position with progressive station east only, draft exempt. Box 573H, BROADCASTING.

Experienced announcer, desires permanent position with future, draft exempt, also traffic and console, will service accounts. Box 575H, BROADCASTING.

Experienced announcer desires permanent position in midwest but will consider other areas. Married, vet. Taped audition, references on request. Box 579H, BROADCASTING.

Staff announcer: Newlywed, 32, draft exempt, willing to work for advancement, college education, neat appearance. Midwest preferred. Disc available. Box 581H, BROADCASTING.

Announcer draft exempt, experienced traffic, programming, will travel, want permanent position. Box 576H, BROADCASTING.

Announcer, experienced all phases, some sports. 25, single, veteran not in reserves. Prefer midwest. Box 583H, BROADCASTING.

Announcer, experienced, specialty, news, music from pops to classical. Draft exempt. Box 574H, BROADCASTING.

Situations Wanted (Cont'd)

Now doing a weekly "On the Spot" tape recorded broadcast from nearby veterans hospitals. DJ and news experience. Play guitar and sing. Have written continuity and spots. Understand board. 24, single, veteran, will travel. Box 584H, BROADCASTING.

Want Baruch voice, Godfrey personality, for $40? Don't answer this! Want to start vet, 23, single, one year announcer AFRS, radio speech school, college grad, work board, clear, pleasant voice, good articulation, diction, available immediately? Contact me! Box 589H, BROADCASTING.

Announcer, continuity writer, limited experience, knowledge control board, veteran, married, available immediately. Box 590H, BROADCASTING.

Announcer, draft exempt. College grad, will travel. Seek initial experience. Box 591H, BROADCASTING.

Announcer, limited experience. Single, veteran, draft exempt. Seeks opportunity. Control board. Box 592H, BROADCASTING.

Announcer-salesman. Sales experience, knowledge of control board, draft exempt. Box 593H, BROADCASTING.

Experienced announcer. News casting, DJ, control board operator, N. Y. or New England. Draft exempt. Box 596H, BROADCASTING.

Young married couple. Each have 1st phone. Experienced all phases. Desire combo position within 500 mile radius of Los Angeles. Opening for man or both. Box 597H, BROADCASTING.

Experienced sportscaster, young, aggressive, play-by-play all sports, desires slot with opportunity for plenty of work in baseball, football and basketball. Also special events man and staff work. Excellent references. Draft deferred. Box 603H, BROADCASTING.

Announcer and entertainer, H. P. Davis Award winner. 6 years experience, married, 32, musician, can do news, special events, sports. Box 607H, BROADCASTING.

Announcer-salesman. Personable, experienced, married vet, 34, strong on newscasts and sales promotion wants opportunity to do active selling. Ex program director, writer. Personality. Profile available. Frank Frost, 505 - 5th St., Garden City, Kansas.

Announcer, 30, married, 2 children. Medical discharge. 3 years announcing, production and station construction. Available. Vernon L. Grace, LI 8910, 1906 East 43rd, Kansas City, Missouri.

Announcer, 2½ years solid radio work. Experienced in handling board and all type shows. Sound knowledge of production and programming. Very personable selling approach with excellent record of commercial credits. If possible, would like all night show. Eddie Lambert, 1029 49th St., Brooklyn 19, N. Y.

DJ news, commercials two years experience authoritative delivery. Married veteran. Prefer Chicago vicinity. Victor Peters, 2906 South Emerald, Chicago 16.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Technical

Engineer, 10 years experience AM radio. Draft proof. Box 338H, BROADCASTING.

First phone, studios, transmitters, complete offer please. Box 410H, BROADCASTING.

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

Engineer, 14 years experience. Capable supervisor. 8 years chief 250 watter. Communications installation and maintenance experience. Veteran. Would like job with reputable organization in southwest. References. Box 464H, BROADCASTING.

First class phone vet. No experience, willing to travel. Sober and reliable. All answers considered. Box 505H, BROADCASTING.

First phone. Three years experience transmitter operation, maintenance. Studio controls, tapes, remotes. Draft exempt, car. Box 559H, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-announcer, 25, single, 1st phone, college grad. 4F. 6 years experience in studio recording, motion picture sound and free lance announcing. Now employed, desire change. Will send letter, photo and disc. Box 566H, BROADCASTING.

Chief engineer with top engineering talent and executive ability backed by years of experience in all branches of broadcast engineering seeking employment by good progressive station. Box 594H, BROADCASTING.

Chief engineer-announcer, reliable man with plenty experience all phases broadcast radio. Draft exempt veteran with dependents. Oklahoma-Arkansas area only. Box 600H, BROADCASTING.

Engineer, first phone, veteran. Have car, experienced. Southern states only. Box 602H, BROADCASTING.

Schools

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Need Trained Personnel?

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Gentlemen: Please send me without cost or obligation a sample F.C.C. Examination and "Opportunities in Electronics".

NAME..............................

ADDRESS..............................

CITY.......................ZONE....STATE.........

Situations Wanted (Cont'd)

First class ticket, recent technical school grad desires experience as assistant engineer. Vet. Vic Daley, 202 South Mesa, Carlsbad, New Mexico.

Technician, first license, five years broadcast radio, wants straight transmitter job. No objection some studio maintenance. 32. Single. Available quickly. Please outline requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

News writer. 5 years experience. Presently employed midwest station. Also continuity, sports. Best references. Box 479H, BROADCASTING.

Draft exempt. Talent rich: Two young writers experienced in television, radio, theater, and newspaper. Seeking opportunity. Box 509H, BROADCASTING.

Nice people, good food, warm climate, that's what I like about the south. Energetic copywriter wishes to leave 1000 watt independent for permanent southern location. 5 years radio big doubling in promotion, sales, announcer when needed. Married, 4A vet, college grad. Box 540H, BROADCASTING.

Radio school graduate. Some experience. Single. Work anywhere. Best references. Box 571H, BROADCASTING.

Experienced program director. Ingenuity, drive, stability plus profitable programming. Box 577H, BROADCASTING.

Program director with ticket, presently employed, seeks permanent position in western station. Permanency main requisite. 15 years announcing, manager, construction, organization. Undraftable family man. Box 578H, BROADCASTING.

Female plowhorse with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

Newsman: Best Hoopers, saleable ideas, and ten years experience in radio news gathering, writing, editing. Box 588H, BROADCASTING.

Gal Friday. Broadcasting and secretarial work, continuity writing. Air and office experience. New York area, Connecticut, New Jersey. Box 550H, BROADCASTING.

News editor. Thoroughly experienced at getting and writing fast paced news show. Top emphasis on local news and features. Veteran, 30. Write Box 551H, BROADCASTING.

Program director, music librarian, announcer, 2½ years experience. Best references, draft exempt. Available immediately. Minimum $65. Sam McLaughrey, 8521 S. Loomis Blvd., Chicago. TRiangle 4-1459.

Television

Announcers

Announcer, wishes position on television station. Seven years experience. Married veteran, good draft status. Box 495H, BROADCASTING • *TELECASTING.*

Situations Wanted (Cont'd)

Technical

Draft deferred. Graduate television engineer desires station work. Understands and handled RCA cameras and link. Any location. Box 565H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Ready to put into production original show ideas that can get sponsors for you. Two years experience in television production plus competent directorial ability. Offering an excellent potential as a high caliber producer-director for the progressive station. 30, married, top references. Box 567H, BROADCASTING • *TELECASTING.*

Experienced TV program director with 12 years radio background, too. Interested in TV writing, directing, producing in larger market. Box 586H, BROADCASTING • *TELECASTING.*

Experienced young woman, 1½ years solid TV background, thorough in all phases of programming, continuity and contact. Mistress of Ceremonies on children's and adult shows, spot commercials. AM experience and BA Degree. Box 599H, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale. 1000 watt, fulltime, AM station. Network affiliate. Located in industrial New England city. Established over 25 years. Principals only apply. Box 548H, BROADCASTING.

All, part southern 250 watt Mutual station, town 10,000. Box 608H, BROADCASTING.

Equipment, etc.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

For sale: Complete equipment for 250 watter including antenna, monitors, console, transmitter. KAVR, Havre, Montana.

Raytheon antenna coupler, 250-1000 watt AM transmitter. Write for details. Station WKCT, Bowling Green, Ky.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6751.

Liquidating entire recording studio; mikes, turntables (W.E.) etc.; Universal lathe, Gates console. Inventory upon request. Highest bid takes all. 1045 Elbert, Oakland 2, California.

Wanted to Buy

Stations

Desire to purchase all or part of local or regional station. Preferably Georgia, Alabama or Florida. Box 598H, BROADCASTING.

Equipment, etc.

Wanted—Equipment for 500 watter including transmitter and monitors. State price and condition. Charles Chamberlain, P. O. Box 438, Bellefontaine, Ohio.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 706 Elmwood, East Gadsden, Alabama.

Help Wanted

Do you want to work in "North Carolina radio"—the fastest growing radio field in the country? Positions now open for program directors, engineers, announcers, salesmen, copywriters. File application with North Carolina Association of Broadcasters, Drawer 1140, Southern Pines, N. C. Submit photograph and references and give full information regarding experience.

Announcers

Wanted : Combo Man

NBC station

desires to employ announcer with good voice and with first class ticket. Modern plant and attractive salary. Write, wire or telephone

WCRS
Greenwood, S. C.

Technical

wanted

top recording engineer,

thoroughly experienced, excellent opportunity, New York City company.

Box 605H, BROADCASTING.

Situations Wanted

Television

Technical

TV CHIEF ENGINEER

Wide experience TV station design, construction and operation including network and color. Large metropolitan station background. Topflight engineer and department executive. This man is not cheap but knows how to save your money in large pieces. Availability can be arranged. Box 555H, BROADCASTING • ***TELECASTING.***

For Sale

Stations

for sale

Northern New England 250 watt independent — important market—no TV competition—station well-staffed and showing profit. Financing possibilities. Write BOX 604H, BROADCASTING.

For Sale (Cont'd)

Equipment, etc.

FOR SALE: FM TRANSMITTER

RCA 3 kw, BTF3B: FM-TV triplexer; RCA amplifiers BA3C and 86A1; GE BM1A frequency and modulation monitor; equipment rack; complete set of tubes plus spares for final amplifier. Equipment used only 12 months. Make offer for all or any part. J. E. Risk, KSD, St. Louis, Missouri.

ATTENTION EDUCATIONAL AND RELIGIOUS FM STATION!

We offer immediate delivery on a General Electric FM 50 KW transmitter and 8 bay Federal antenna complete in every respect ready for installation. Substantial saving. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Wanted to Buy

Equipment, etc.

Wanted to buy—3 kw FM transmitter late model in good condition, preferably Raytheon, RCA or Westinghouse, also monitors, coax and Andrew sidemount four element antennae. Would prefer equipment within trucking distance of North Carolina Box 595H, BROADCASTING.

Miscellaneous

ATTENTION STATION MANAGERS

Selling spots is a cinch when your radio offer includes topnotch commercial jingle tailor-made for your sponsor. Our little package consists of production, continuity, the talents of announcer and former NBC vocalist together with music or sound effects. Total cost . . . $30. Write today for free sample disc and details. National Recording Studios, 410 Broadway, Nashville, Tennessee.

Profitable Midwest Network Station—$125,000.00

A well established network facility located in one of the midwest's most desirable medium sized markets—well removed from TV. Profits are consistent and a sizable amount of cash is included in the purchase price, which is for 100% of the stock. This property shows a very high return on invested capital. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

SALESMAN

New York independent has opening for a hard-hitting local salesman with a major league batting average and a major league salary bracket.

If you are a real producer there is a position open with one of New York's most aggressive independents.

The man we are looking for may be working outside of New York and would like to apply his sales ability to the No. 1 market in the country. Or, he may be working in New York and interested in expanding his income.

Write to Radio Station WOV *730 Fifth Ave., New York*

allied arts

GEORGE FIELD, sales staff World Broadcasting System, appointed northeastern sales representative for RCA's Thesaurus & Syndicated Programs.

ELAINE STARR, publicity agent WPAT Paterson, N. J., announces opening of package production organization at 9 E. 49 St., N. Y. Telephone: PLaza 8-1724.

PAUL ROSENAU to sales and contract staff Jam Handy Organization, Detroit. **JAMES E. MACLANE** to motion picture production department.

WALTER GUEDEL, on production staff John Guedel Radio Productions' *People Are Funny* program, and **VIVIAN SCOTT**, widow of **CLYDE SCOTT**, late general manager KECA Hollywood, were married Jan. 12.

Equipment . . .

AUDIO MASTER Corp., N. Y., announces new transcription playback machine for either AC or DC operation.

ROY E. DREW, manager of cost analysis and control department Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed controller for TV picture tube division.

STEPHEN J. WELSH, tube sales General Electric, N. Y., appointed district representative for company's tube division.

FRANK MARSHALL, sales manager Aerovox Corp., New Bedford, Mass., appointed director of manufacturers' sales for Aerovox Corp. and Electrical Reactance Corp. **A. E. QUICK** will succeed him as sales manager.

DONALD B. HARRIS, executive assistant to director of research Collins Radio Co., Cedar Rapids, Iowa, to Airborne Instruments Lab, Mineola, N. Y., as technical assistant to president.

DR. FERD E. WILLIAMS, acting head of light production division General Electric, Schenectady, appointed head of division. **Dr. LEROY W. APKER** appointed head of semiconductors division.

JOHN P. HOWLAND, assistant to president Zenith Radio Corp., to head office of production research for Stewart-Warner Corp., Chicago.

LEON C. GUEST, controller TV picture tube division Sylvania Electric Products Inc., Buffalo, appointed controller radio and TV division.

FREDERIC W. ZIV Co. announced new transcribed series *Bold Venture*, starring Humphrey Bogart and Lauren Bacall, was sold in 92 markets within week of its first announcement.

Technical . . .

JAMES HOOK, studio chief engineer KFWB Hollywood, to KULA Honolulu, Hawaii.

EDWARD B. BENCH Jr., engineering staff KSTL St. Louis, appointed chief engineer.

GORDON WHITE, graduate Northwest Broadcasting School, Portland, to KBND Bend, Ore., as combo-man. **KEN BURFORD**, also graduate, to KWIL Albany, Ore., as combo-man.

HERB DOVER, TV engineer NBC Chicago, and Nancy Dieter were married Jan. 6.

WALTER STUART, KJR Seattle, to KCBS San Francisco engineering staff.

FRED RODEY, WNBQ (TV) Chicago transmitter staff, father of girl, Diane Marie, Jan. 2. **JOHN McARTHUR**, NBC Chicago radio studio engineer, father of boy, Craig Alan.

LEO E. PHILLIPS Jr., Columbia Recording and previously with CBS-AM-TV New York, to KECA-TV Hollywood as TV engineer.

RUSSELL B. STURGIS returns to NBC Chicago from network headquarters in New York, to work as AM engineer.

MALCOLM WARING, lighting supervisor KTTV (TV) Los Angeles, to engineering department DuMont TV Network.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

AMATEUR BANDS

Designated for Civil Defense

CIVIL Defense Administration last week informed FCC that licensed radio amateurs may be requested by local authorities to provide civil defense communications or to supplement other existing communications systems for purposes of civil defense.

FCC, CDA and the Armed Forces have been studying the matter of permanent availability of specific frequency bands within the regularly allocated amateur bands for eventual use by amateurs in providing civil defense communications if any suspension of normal amateur activity is necessary because of war or other national emergency, the Commission explained.

Review Later

FCC reported that "after consideration of all factors known to be involved at this time, including frequency requirements of other radio services in time of war or other national emergency, certain frequency bands already allocated to amateurs have been selected for their retention and use" as described above. Extent to which such bands meet actual requirements for amateur participation in civil defense communications "may be reviewed after a sufficient number of local communities have established appropriate civil defense plans, conducted communications drills or otherwise accumulated data which will permit such a review," the Commission explained.

Frequencies designated include:

1800-2000 kc	50.35-50.75 mc
3500-3510 kc	53.35-53.75 mc
3990-4000 kc	145.17-145.71 mc
28.55-28.75 mc	146.79-147.33 mc
29.45-29.65 mc	220-225 mc

FCC noted 1750-1800 kc will continue to be available for the Disaster Communications Service, a permanent service for use in disaster occurring at any time.

ALASKA SALES UP

ABS Reports $120,000 Rise

AN INCREASE of $120,000 in national advertising over the Alaska Broadcasting System for the fiscal year 1950 as compared with 1949, was announced last week. Proportionate increases both in national and local advertising during 1951 are anticipated, because of continuing rise in Alaskan sales, the announcement said.

Advertisers responsible for the 1950 increase, it was announced, are Coca-Cola, Best Foods, Anheuser-Busch, General Foods, Liggett & Myers, Brewing Corp. of America, Scandinavian Airlines, Dodge Motor Corp., Carnation, Ex-Lax Corp., Schenley International, Standard Oil, Lincoln-Mercury, Murine, American Cigarette & Cigar, Block Drug Co., and Libby, McNeil, Libby.

KFI-NABET PACT

Follows AFRA Agreement

PEACE reigns again at KFI Los Angeles following the settlement of labor difficulties with two unions which had threatened to strike [BROADCASTING • TELECASTING, Jan. 15, 8].

Station came to terms Jan. 10 with the National Assn. of Broadcast Engineers, granting substantial increases to 60 engineers and technicians; and previously with the American Federation of Radio Artists, who received $25 weekly minimum increases for 14 staff announcers.

Revising the present progressive escalator structure of $275-$522.50 over a five year period, the station granted NABET members a starting salary of $300 for the first six months, $430 thereafter, with top men serving five years or more, receiving $555. Four senior men, at their jobs for 10 to 20 years, were increased to $650 monthly, top salary. Payment is retroactive to Jan. 1, 1951. It was agreed there would be review of wage scales on or before the first of every year, with particular regard to those below the top salaries.

AFRA one-year contract provided for a basic minimum of $110 weekly, constituting $25 weekly increase from the previous $85 minimum. Further raises also were granted on an individual basis.

KSWM
JOPLIN, MO.

REACHES 446,600*
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!

MO
KANS
Kansas City
St. Louis
KSWM
Joplin
140
260
OKLA
105
Tulsa
ARK
210
Little Rock

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

Respects

(Continued from page 48)

night watchmen.

Representing Rothschild's at a National Retail Dry Goods Assn. convention in 1927, he met David Arons, publicity director at Bloomingdale's, who hired him as advertising manager for the firm's basement store. His broadcasting experience during the two years there consisted of trying to make himself heard by store buyers over the noise and clatter of customers in the basement store.

Someone gave Mr. Abrahams a tip one day that the Ludwig Baumann home-furnishings chain was looking for an advertising manager for its radio and appliance departments. He checked up and was told by Howard Kuh, advertising manager at Ludwig Baumann, that the tip was wrong but that he could have a job with him as assistant. Mr. Abrahams accepted the job, and later in 1929 became advertising manager when Mr. Kuh was promoted to a vice presidency in the organization.

Radio advertising was coming into its own during Mr. Abrahams 12 years with the Baumann firm, which was expanding into a department store chain. At one time, he was supervising two weekly radio shows for the organization. Such stars as Sophie Tucker, Eddie Cantor, Belle Baker, Ruth Etting, and many other Broadway and Hollywood entertainers were featured on the programs.

Time Buyers, NOTE!

NO TV

Stations within
60 miles of

YOUNGSTOWN, O.

Ohio's 3rd
Largest Trade Area

Buy

WFMJ

The Only ABC
Station Serving
This Market

5000

All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.

WATTS

CALL
Headley-Reed Co.,
National Representatives

After a year with the OPA during the war, where he served as chief of the Retail Furniture and Homefurnishings Division, Mr. Abrahams went to work for the *New York Times* advertising department in 1943, selling space and coming into contact with a large group of stores whose promotion problems he undertook to solve.

Direct experience with radio advertising was gained again when he became advertising manager for I. J. Fox, New York, in 1945. His radio spot commercials for that firm were placed on most of the big city's stations.

Then in March 1946 he was offered the managership of the Sales Promotion Division of NRDGA, the position he holds today. Advising the 7,500 member-stores on every phase of retail promotion, examining their activities and reporting successful experiences to members, creating and conducting promotion clinics, planning promotion conventions, and writing pamphlets, bulletins and books for those members are all part of Mr. Abrahams' work.

A serious study of radio advertising was undertaken by him during his first week on the job, as a result initially of first-hand experience with Frank Pellegrin, then NAB director of broadcast advertising, and the NAB Joske's study which conclusively proved radio's effectiveness in selling for retail stores.

Uncovers Other Successes

Encouraged by the Joske's study's results, Mr. Abrahams undertook an impressive survey on the use of radio by retailers and discovered countless instances similar to the Joske's story. He arrived at a simple retail radio formula, which is basically as follows:

1. Retail radio advertising is not intrinsically different from other retail media advertising. All are geared to sell goods.

2. Every retailer is different from every other, but all stores fall into a few character types.

3. These store types are identified by the personality of the store, its merchandise and its character of customers.

4. Locate a typical radio case history of a store which matches the character of yours and it can be adapted to your store to sell goods as well as prestige.

With this formula in mind, Mr. Abrahams conceived a retail radio contest to dig out successful retail radio case histories. The annual NRDGA awards have since become one of the better-known competitions in the industry.

Bringing radio knowledge to retailers is a vital part of Mr. Abrahams' job, and he has interrupted two summer vacations to teach intensive radio retailing courses at Denver U. He regularly teaches Retail Sales Promotion and Retail Advertising at New York U. and City College of New York.

New Job, a la 'Cart'

MONDAY, Jan. 8, was a busy day for Tony Moe, new KNX Hollywood and CBS Pacific Network director of sales promotion. Mr. Moe, then WCCO Minneapolis sales promotion manager, was at a Minneapolis hospital undergoing an examination for acute appendicitis. An urgent phone call from Merle Jones, CBS Pacific Network general manager, got him to the phone. Would he take the job? Mr. Moe asked for 10 minutes while the doctors finished their examination. He got it. They did, and ordered an immediate operation. Again Mr. Moe asked for 10 minutes to place a call back to Mr. Jones. The call went through as Mr. Moe was on the hospital cart en route to the operating room. He accepted the job, then presto—out came the appendix. Mr. Moe is recuperating nicely, thank you. He'll report in Hollywood, Feb. 15.

Last fall, he staged the first retail Radio-TV Workshop where a parade of top radio, TV, agency and retail talent drilled their "student" representatives of leading retailers in the use of the two media. Walt Dennis, radio-TV expert at Allied Stores, gave his full assistance to Mr. Abrahams, and it is reported that increased use of radio-TV by those attending the workshop has been one important result of the conference.

In regard to the ever-present war between print and the airwaves for the advertiser's dollar, Mr. Abrahams who is also manager of NRDGA's Visual Merchandising Group says: "Printed media continues to be used by retailers as their No. 1 medium because retailers have always used it, know how to use it, and know, in advance, what results it will bring. The reason why more stores are not using radio and TV is because stores, generally don't know how to create radio programs and advertising." He insists that the broadcasting industry "has never done the proper educational job for retailers to show them how to use radio for getting business in their stores."

Mr. Abrahams believes that someone should write a book to show the industry how to sell advertising to retail stores effectively, and he has often threatened to write the book himself if he could find someone to collaborate with him. The fundamental retail radio formula which he would have all stations apply is summed up in the five following points:

1. Hire a *retail* promotion expert.

2. Let the *retail* expert study the stores in the station's specific radio-TV market and their customers.

3. Locate typical *retail* case histories that match these stores and their markets.

4. Let the *retail* expert, not a typical station salesman or program director, adapt the case histories to apply to the local stores.

5. Let the *retail* expert present and "sell" the suggested program to the local stores.

Mr. Abrahams is at present editor of *Promotion Exchange*, a twice-monthly newsletter, and wrote a chapter in the *Advertising Handbook* published by Prentice Hall in 1949. He also has written *Retail Advertising Fundamentals* and is associate editor of *New York Retailer*, a City College publication.

His business and trade association activities include membership in the New York World Trade Week Committee, Advisory Council of the National Assn. of Travel Executives, National Mothers' Day Committee, National Fathers' Day Council, and chairmanship of the Retail Advisory Panel's Merchandising Group. He is on the advisory commission of New York City's School of Industrial Art.

Mr. Abrahams has been active in many government activities including the Committee on Organized Support, the President's Conference on Fire Prevention, and has acted as retail consultant to the U.S. Treasury. He was co-chairman of the Publicity Committee of the President's Famine Emergency Campaign in 1946 and has been active in bond campaigns and Army recruiting drives.

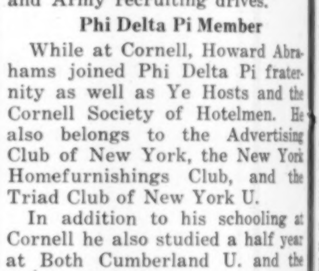
Phi Delta Pi Member

While at Cornell, Howard Abrahams joined Phi Delta Pi fraternity as well as Ye Hosts and the Cornell Society of Hotelmen. He also belongs to the Advertising Club of New York, the New York Homefurnishings Club, and the Triad Club of New York U.

In addition to his schooling at Cornell he also studied a half year at Both Cumberland U. and the U. of Florida.

A campus romance provided Mr. Abrahams with a fellow Cornellian for his wife—Florence Blostein, also a 1925 graduate. They were married July 13 of that year and now have two children. Elinor Ann, 16, a student in fashion illustration at the School of Industrial Art, New York, and Allen E., 24, who escaped the advertising field only to marry a retail advertising copywriter.

Howard Abrahams' hobbies are swimming, gardening and smiling when jocular friends call him by his middle name.



AFM Demands

(Continued from page 21)

struments or conducting, heretofore made or which will be made prior to the expiration of this agreement, on or in connection with television, during the life of this agreement and thereafter; except only after separate negotiations are entered upon and after a separate written agreement has been reached between the federation and the producer with respect to the use of such music sound track or such scenes or shots, on or in connection with television, can such use be made, and then only upon the terms and conditions agreed upon by the federation and the producer in such separate agreement.

(J) The producer agrees that the substance and intent of Section 11 hereof, shall be incorporated in all agreements made by the producer for the licensing, leasing, lending, giving, selling, utilizing or other dispositon of music sound track containing the recorded music made by members of the federation, or scenes or shots containing pictures of members of the federation performing on musical instruments or conducting.

Separate contracts for films made especially for telecasting have been entered into with AFM by Official Films Inc. in New York and in Hollywood by Gene Autry's Flying H Picture Inc., Horace Heidt, Louis D. Snader (producer), and Hollywood Imperial Pictures Corp. These contracts include the scale current in the film field, $39.90 per sideman for a single session of three hours or less and limited to no more than five 3½-minute films.

Clarification Seen

Process of clarification of the union's demands is expected to continue for some time before the networks present counter proposals and actual negotiations begin. Although it would be possible for a work stoppage to occur after Jan. 31, it is considered unlikely that the union will resort to strike tactics so long as negotiations progress amicably and give indications that they can produce mutually agreeable contracts. General belief last week was that this is possible, even probable, but that the process would be an extended one.

The AFM campaign against recorded programs—"canned music," to use the union's own terminology—is no novelty to broadcasters. Ever since the advent of sound motion pictures more than 20 years ago brought about the mass discharge of musicians from the nation's movie houses, AFM leaders, particularly Mr. Petrillo, have argued long and loud against the kind of music which can be used over and over again by those who might otherwise find it necessary to employ live musicians.

Mr. Petrillo has been especially bitter over the paradox of the musician himself creating his own competition by making recordings, and at numerous times he has forbidden AFM members to make records of any kind—bans which were always dissolved sooner or later when the recording companies agreed to hire more men or to pay higher wages or to restrict the use of their recordings.

A campaign to restrict the use of phonograph records to the home unless their use on the air was expressly licensed by the recording artist or the recording company was waged vigorously in the '30s (not by AFM, incidentally), only to be thrown out by the courts as an illegal restraint of trade under present laws.

First AFM attempt to reduce recorded competition with live musicians on the air on a national scale occurred in 1937 when the union made preemptory demands on recording companies and broadcasters to increase their employment of live musicians under threat of having the union forbid any broadcast use of records. A nationwide musicians strike against radio was averted by a hastily formed association of independent radio network affiliates which, after lengthy negotiations, presented the union with a two-year agreement to double their employment of musicians (increasing their expenditures for this purpose from $1.5 million to $3 million a year).

Non-Network Pact

A similar agreement was subsequently negotiated for non-network stations and peace was restored, AFM dropping its proposed restrictions on recorded programs in exchange for a guarantee of increased employment of live musicians by the nation's broadcasters. Contracts were not renewed at their expiration when the Dept. of Justice warned both AFM and the broadcasters that it considered the agreement a definite violation of the anti-trust laws and that any renewal would lead to prompt prosecution of both sides. However, the broadcasters generally agreed to maintain their employment of musicians at the level previously agreed on.

In 1942 AFM forbade its members to work for recording companies unless the firms would agree to make royalty payments into the union's welfare fund. A year-long stoppage of the production of phonograph records and transcriptions ensued, until in May 1943 Decca Records and World Broadcasting Co., then a Decca subsidiary, agreed to pay the royalties, with some other companies following suit shortly thereafter. RCA-NBC and CBS continued the fight against the royalty payments in hearings before the National Labor Relations Board, but when the union refused to comply with the board's order to withdraw its recording ban these companies, too, capitulated.

Another AFM strike against the recording companies occurred in 1948, lasting through most of that year and coming to an end only when the recording companies agreed to make royalty payments to a trustee of the AFM welfare fund instead of directly to the union, the latter practice having been outlawed by the Taft-Hartley Act. Warned of the strike well in advance, the record and transcription firms piled up a sizeable backlog of recordings and the strike had little effect on broadcasters.

In March 1948, AFM and the networks signed a three-year contract, retroactive to Jan. 31, expiration of the former one. This agreement, which expires at the end of this month, required no increase in wages or in the number of men to be employed, permitted the duplication of AM programs on FM at no extra cost for musicians and also permitted the employment of musicians on telecasts, with rates for network TV broadcasts set at three-fourths the AM rate for similar network programs, with a bonus of $7.50 per man to be paid for commercial simulcasts and of $3.75 for a simulcast of a sustaining program.

WWNY Watertown, N. Y., was given the *Herald Tribune* Fresh Air Fund Radio Citation for outstanding work on behalf of the fund in 1950. Judges (l to r) Frank White, president, MBS; Mark Woods, vice chairman, ABC, and Niles Trammell, board chairman, NBC, look over station reports.

'REVIEW' CITES

Lists Top Radio, TV Shows

SID CAESER and Imogene Coca in *Show of Shows* on NBC-TV; New York Philharmonic over CBS, and Edward R. Murrow over CBS were named tops in television, radio and news respectively by readers of the *Saturday Review of Literature* in a current poll by the magazine.

First 10 television programs, in the order of their popularity, were: *Show of Shows*, Groucho Marx, *Kukla, Fran and Ollie*, *Studio One*, United Nations debates, Fred Waring, *Lux Theatre*, Ed Sullivan's *Toast of the Town*, *Philco Playhouse* and *Kraft Theatre*.

First 10 radio programs: New York Philharmonic, Metropolitan Opera, *Information Please*, *Theatre Guild on the Air*, Groucho Marx, *Invitation to Learning*, *Halls of Ivy*, *U. of Chicago Round Table*, *The Telephone Hour* and *Town Meeting of the Air*.

First eight newscasters and commentators: Edward R. Murrow, Elmer Davis, Lowell Thomas, Fulton Lewis jr., Howard K. Smith, H. R. Baukhage, Martin Agronsky and Drew Pearson.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

WMRY
Here's The Key

TO
NEW ORLEANS'
$431,000,000.00
NEGRO MARKET.

Reach more than ½ million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience. WMRY is the only sure way of sharing in all of this $431,000,000.00 market.

"THE SEPIA STATION"
WMRY
"600 ON THE DIAL"

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

JOHN E. PEARSON CO.
Nat'l. Representative
MORT SILVERMAN
General Manager

programs promotion premiums

BRIGHT FACTS ● ● ●

McCLATCHY Broadcasting Co., Sacramento, Calif., sending bright yellow mail piece to advertisers and trade. Pamphlet is headed "The McClatchy Beeline" and has map of California on cover. Inside gives BMB coverage facts, both for daytime and nighttime. It also has audience percentages for day and night. Back cover gives BMB data for counties.

TURNPIKE BEGINS ● ● ●

KOTV(TV) Tulsa televised roundtable discussion following ground breaking ceremonies of Tulsa-Oklahoma City Turnpike. Members on panel included noted civic leaders who campaigned for $31 million road-way.

KIDS PROGRAM ● ● ●

WSLS Roanoke, *Story Time*, 1:45 p.m., Mon., taped as public service for grammar school children. All grade schools in station's area are equipped with radio so children may listen to broadcasts. Stories are taken from fairy tales and children's stories. Each school receives schedule of programs to be presented.

NAVAL RESERVE SERIES ●

WIND Chicago transcribed series of programs for Naval Air Reserve, Thurs. 8:10-8:25 p.m., started Jan. 11. The "kickoff" show featured Paul Weston and his orchestra, the Starlighters and Jo Stafford, all recorded. Program also had discussion of overall set up of USNR units throughout country.

TV LAYOUT GUIDE ● ● ●

KMTV(TV) Omaha sending "Guide to Layout and Reproduction of Art for Television" to all regional agencies and timebuyers. Four-page illustrated guide gives many pointers on preparing artwork for TV.

CIVIC MINDED ● ● ●

KRON-TV San Francisco making half-hour daily afternoons available to Northern California officials for series of educational and civil defense programs. Time will be offered on alternate days to universities and school superintendents for educational offerings and to defense officials for programs dealing with civil preparedness, first aid instructions, etc.

★ ★ ★ ★ ★ ★ ★ ★

FILM PROMOTION

WBAL Baltimore sending advertisers and trade promotion resembling roll of film. Unrolled, film reveals large white letter against black background saying "On WBAL . . . Your Products Are Better Exposed To Buy Appeal." On the other side in red are pictures of entertainers, along with companies advertising on station.

★ ★ ★ ★ ★ ★ ★ ★

BRINGS SCHOLARSHIP ● ●

WSB Atlanta, *Speaking of Sports*, 7:15 p.m., featuring Sports Director Thad Horton. Mr. Horton mentioned certain local high school football player who was being overlooked by college scouts because he had only one year of experience. As direct result, coach of Georgia Tech put in call to the youngster's coach, and the following day, boy was signed to grant-in-aid scholarship at Georgia Tech.

TOP NEWS PERSONALITIES ●

KGO-TV San Francisco presents new half-hour weekly news show. Personalities involved in week's top local news stories and people behind the scenes of news are featured.

AUTO LISTENING ● ● ●

CKEY Toronto mailed pamphlet to advertisers on listening audience of "Carville," those who drive autos daily in Toronto area. Pamphlet reports Elliott-Haynes survey showing potential auto radio audience of 144,000, total larger than urban audience of all but seven of Canada's largest cities.

FILMED MUSICAL SHOW ● ●

WDTV (TV) Pittsburgh, *Sun Spotlight*, 1:45-2 p.m., started Jan. 15, sponsored by Sun Drug Stores, Pittsburgh. Show features film shorts of outstanding musical talent.

FM COVERAGE ● ● ●

WSGN-AM-FM Birmingham, Ala., sending promotion booklet to trade headed "The Alabama FM Story." Booklet points up station's coverage by counties, its baseball broadcasts and percentages of persons listening to station. Booklet gives interesting facts about FM listening in counties. Facts gathered through survey to determine extent of FM listening in state.

SPECIAL PRAYER ● ● ●

WRC Washington, *What Prayer Means to Me*, 11:05-11:15 a.m., Jan. 7. Special program was written and aired by Earl Godwin, "dean of Washington newsmen." Station reported that mail response topped all mail counts for that day. Station plans another such broadcast soon.

SPECIAL GUARD COVERAGE ●

KSTP-TV Minneapolis Jan. 14, 6-6:15 p.m., presented special on-the-spot films of Camp Rucker, Ala., where activated Minnesota National Guard will train. Station's film crew headed by Dick Hance, motion picture director, filmed camp and adjacent town. Along with this, KSTP-TV presented descriptive narration of area.

LIVE GUEST SHOW ● ● ●

WDTV(TV) Pittsburgh, *Fashionalities*, Wed., 3:30-4 p.m., started Jan. 17, sponsored by J. E. Miller (Pittsburgh Philco distributor) and local Philco dealers. Agency: Daniel F. Sullivan Co., Boston. Program features Rege Cordic, local personality, who will invite guests to describe and give demonstrations on latest modern trends of the day in fashions.

IRE Agenda Released

AGENDA for the Institute of Radio Engineers 1951 national convention in New York, March 19-22, has been released by I. S. Coggeshall, IRE president. Approximately 43 subjects with more than 200 speakers have been listed. Keynote of the convention is "Advance with Radio-Electronics in the National Emergency."

Time Sales

(Continued from page 19)

dition of new organizations, as well as brought up to date on personnel and other vital data.

In addition to the state AM-FM-TV station directory, AM stations are listed according to call letters and by frequencies, and FM and TV stations are listed according to call letters.

The lists of stations in other North American countries have been revised to show not only existing station assignments but also those proposed under the new North American Regional Broadcasting Agreement (NARBA).

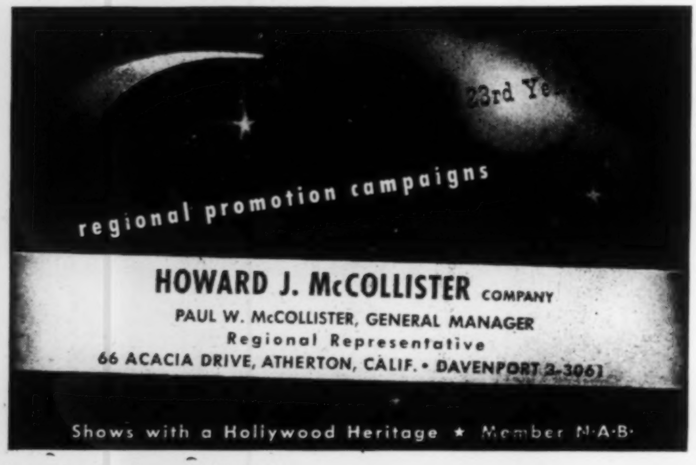
Many new radio and television program production and transcription firms and equipment manufacturers are listed, in addition to the usual directories and data on such diverse subjects as national and regional networks, group ownership, NAB and FCC executive and key personnel, radio-TV attorneys and consulting engineers, stations identified with newspaper ownership, network billings, awards and citations, FCC rules, and radio and television unions—all brought up to date—plus a summary of 1950's radio and TV highlights.

A. C. Nielsen, president of A. C. Nielsen Co., presents a comprehensive analysis of radio listening and television viewing, the extent of saturation by both media, radio and TV programs, audiences, and audience preferences.

"Radio and TV," Mr. Nielsen concludes, "are both healthy advertising media. But greater competition, due to the increasing number of radio stations and more diversified TV programming, is breaking down the tight clusters of audience which were prevalent in the past.

"Perhaps," he says, "this can be interpreted as meaning that more advertisers, particularly more medium-size advertisers, will be attracted to these media."

KFBK Sacramento, Calif., will broadcast all of the Sacramento Solons baseball games in the Pacific Coast League for the 1951 season.

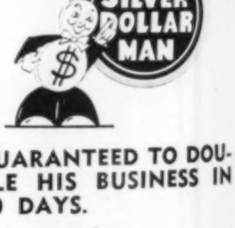

23rd Ye

regional promotion campaigns

HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 2-3061

Shows with a Hollywood Heritage ★ Member N·A·B·

got a BOTTLER prospect or client?



GUARANTEED TO DOUBLE HIS BUSINESS IN 30 DAYS.

write or wire
R. A. PERROTT
BRUNSWICK, GA.

PEARSON CASE

D. C. Trial Continues

LIBEL suit against Drew Pearson, radio-newspaper commentator, was expected to go to the jury today (Monday) in U. S. District Court, D. C.

The case involves charges by Fred N. Howser, ex-attorney general of California, that Mr. Pearson libeled him Sept. 12, 1948, on an ABC network broadcast by charging he had accepted a $1,200 bribe from a well-known gambler. At that time Mr. Howser was district attorney for Los Angeles County. In his suit, Mr. Howser asks $350,000 in damages.

Conflicting testimony marked the hearing before Judge Alexander M. Holtzoff last week. Four California Congressmen asserted in their testimony that Mr. Howser's reputation was not of the highest caliber, while a statement was read by a California appeals court justice to the effect that the plaintiff's reputation for "truth, honesty and integrity" was "very good." Still other witnesses took both sides of the character question.

Denies Motion

Judge Holtzoff earlier in the week denied a motion by the commentator that the case be closed because of a lack of evidence. Mr. Pearson's attorney asked the judge for a directed verdict on grounds that Mr. Howser had failed to make a case but Judge Holtzoff ruled that the broadcast statement by the commentator was enough to require a defense. Mr. Pearson is charged with saying over the radio that he had an affidavit showing that Mr. Howser in 1946 had accepted a $1,200 bribe from a "well known Long Beach gambler."

On the stand, Mr. Pearson testified that he was informed that Mr. Howser was willing to drop the suit but that the latter's attorneys had refused because they had taken the case on a contingent fee basis.

A trio of defense motions in all were denied by Judge Holtzoff, who ruled that the Pearson statement about Mr. Howser was "defamatory," that malice cannot be proved directly and that a demand for retraction had been mailed to the commentator.

Meanwhile, in another issue concerning the ABC commentator, Army Secretary Frank C. Pace Jr., disclosed that the Army is investigating a column written by Mr. Pearson because it contained quoted excerpts from secret-code military messages on the Korean war.

Secretary Pace revealed the probe in a letter to Sen. Joseph R. McCarthy (R-Wis.) who has engaged Mr. Pearson in a running feud, beginning with an attack on Mr. Pearson's newspaper writings and radio broadcasts and extending to a particular column written Dec. 30 [BROADCASTING • TELECASTING, Jan. 15, 8, 1].

Sen. McCarthy had accused Mr. Pearson of allegedly receiving "military secrets" from a Pentagon "leak."

RACE NEWS PROBE

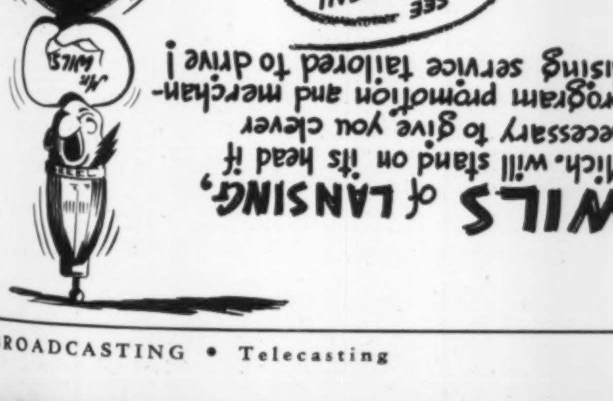
Kefauver Seeks Controls

POSSIBILITY that Congress may act in the field of horse race broadcasting was seen last week as Sen. Estes Kefauver (D-Tenn.) stated his Senate Crime Investigating Committee will make specific recommendation for legislation to control wire services disseminating racing information.

His announcement came on the heels of FCC's issuance of a detailed questionnaire to all radio and TV stations inquiring into their horse race programming [BROADCASTING • TELECASTING, Jan. 15]. FCC officials indicated results of the inquiry may mean license renewal proceedings for those stations considered to be rendering unbalanced programming or effecting aid to illegal gambling.

FCC by late last week, however, had received no indication how the broadcasting industry was taking commencement of the long-foreseen probe.

Sen. Kefauver also indicated that in order to curb nation-wide rackets and betting rings his group would recommend legislation amending the Internal Revenue Act. The committee's report on its nine-month investigation, including FCC testimony, is to be ready before the end of March.



WILS of LANSING, Mich. will stand on its head if necessary to give you clever program promotion and merchandising service tailored to drive!
SEE RAMBEAU
Mr. WILS

AUDIENCE DATA

Proposals Nearly Ready

SATISFACTORY progress toward completion of the draft of proposals for studies to clarify the status of the various types of broadcast audience measurement services was made Thursday by the committee of research experts. Group was named last summer by Stanley Breyer, commercial manager, KJBS San Francisco, to try to eliminate the confusion caused by dual rating services (Pulse and Hooper) in the San Francisco area.

The committee will meet again in New York Feb. 1 with C. E. Hooper and Sydney Roslow, heads of the Hooper and Pulse organizations, and observer-members of the committee, invited to discuss the proposed recommendations. Another meeting is scheduled Feb. 15, at which time the group hopes to put its final approval on the proposed research plan which will then be presented to Broadcast Audience Measurement Inc. with the suggestion that executing these studies be made the first BAM project.

WIBK CASE

FCC Answers Station's Appeal

FCC answered the appeal of WIBK Knoxvlle, Tenn., last week in a brief supporting its decision to refuse a license to the station on grounds of misrepresentation and lack of personal qualification of part-owner Rev. J. Harold Smith [BROADCASTING • TELECASTING, Oct. 9, June 5, 1950; Aug. 15, 1949].

Argument of the case, before the U. S. Court of Appeals for the District of Columbia, is expected to be scheduled sometime in March.

WIBK, assigned 1 kw daytime on 800 kc, in its appeal charged the Commission ruling amounted to unlawful deletion of the station and violated the First and Fifth Amendments of the Constitution. WIBK also charged FCC wrote a protestor of the station's grant that the Commission was aware of Rev. Smith's background when the permit was issued.

The Commission told the court its hearing was properly conducted and revealed alleged concealment of financial and business interests by Rev. Smith. FCC also contended WIBK misrepresented stock ownership. The brief explained FCC based its ruling on Rev. Smith's qualification on the "uncontradicted evidence as to what Smith did, rather than what other persons thought of Smith."

The brief explained this evidence concerned "the intemperance of language used by Smith in his writings, sermons and broadcasts, his constant habit of attacking the honesty and sincerity of all those individuals and groups with which he found himself in disagreement, his efforts to institute economic boycotts of people and groups who failed to give him the degree of cooperation which he demanded, and his constant solicitation of funds . . ."

BUFFALO BID

Recommends Denial for Erie

DENIAL of a new local AM station at Buffalo, N. Y., was recommended last week by FCC Hearing Examiner J. D. Bond on grounds the station would render a "grossly deficient nighttime service" to Buffalo and its metropolitan district.

The applicant, Erie Broadcasting Corp., seeks 1230 kc with 250 w fulltime there. Erie Broadcasting is owned 95% by John W. Walchli, program producer WOLF Syracuse.

Meanwhile, in several other hearing cases, the Commission certified the records of the proceedings to itself for initial decision without preparation of recommended decisions by Hearing Examiner James D. Cunningham. The examiner has been devoting considerable time as presiding officer in the Commission's probe of the news policies of the G. A. (Dick) Richards' stations, KMPC Hollywood, WJR Detroit and WGAR Cleveland. Cases certified:

Gateway Broadcasting Co., for new AM station at Texarkana, Ark., on 790 kc, 1 kw day, 500 w night.

Delta Broadcasters Inc., for new AM outlet at Thiboudaux, La., on 630 kc with 500 w daytime only, and Charles Wilbur Lamar Jr., to change facilities of KCIL Houma, La., from 250 w fulltime on 1490 kc to 1 kw fulltime on 630 kc, directional.

Southwestern Pub. Co., to increase power of KFSA Fort Smith, Ark., from 500 w night and 1 kw day to 5 kw day directional, 1 kw night, operating on 950 kc.

A. D. Ring & Co., Washington, for license for new special industrial base and mobile station for station field survey and construction work.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
1080 Kilocycles
WKLO
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING for better listening... more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by JOHN BLAIR & CO.

FCC Actions

(Continued from page 77)

Decisions Cont.:

to correct error in horizontal plane radiation pattern.

By Examiner Elizabeth C. Smith

KWHK Hutchinson, Kan.—Granted continuance of hearing upon application scheduled for Jan. 19 until further order.

By Examiner J. D. Bond

KDSJ Deadwood, S. D.—Granted continuance of hearing, scheduled for Jan. 11, to Feb. 19, in proceeding upon application.

By Examiner Leo Resnick

WINS New York—Granted continuance of hearing, scheduled for Jan. 18 to April 16, in proceeding re application.

BY A BOARD

License Renewal

Following AM stations granted renewal of license for regular period: WWNR Beckley, W. Va.; KWCJ Natchitoches, La.; KSVP Artesia, N. Mex.; KBKW Aberdeen, Wash.; KOPO Tucson, Ariz.; KCLX Colfax, Wash.; KSRV Ontario, Ore.; KWRL Riverton, Wyo.; WMRA Myrtle Beach, S. C.; WPOR & aux. Portland, Me.; WBUY Lexington, N. C.; WTNT Tallahassee; WTBO Cumberland, Md.; KRIC Beaumont, Tex.; KSGM Genevieve, Mo.; WASK & aux. Lafayette, Ind.; WCCP Savannah, Ga.; KWBE Beatrice, Neb.; WRCO Richland Center, Wis.; WROB West Point, Miss.; WAGC & aux. Chattanooga; KWRO Coquille, Ore.; KBUN Bemidji, Minn.; WAOV Vincennes, Ind.; WILM Wilmington, Del.; WFNC Fayetteville, N. C.; WHMA Anniston, Ala.; WKEU Griffin, Ga.; WCRS Greenwood, S. C.; WHTC Holland, Mich.; WKXL Concord, N. H.; WFUN Huntsville, Ala.; KFIZ Fond du Lac, Wis.; WKIP Poughkeepsie, N. Y.; WCVS Springfield, Ill.; WJER Dover, Ohio; WHLS Port Huron, Mich.; WDLB Marshfield, Wis.; KENA Mena, Ark.; WMIQ Iron Mountain, Mich.; WMAS Springfield, Mass.; WLPM Suffolk, Va.; WIEU Erie, Pa.; WLAY Muscle Shoals, Ala.; KSEM Moses Lake, Wash.; WLAR Athens, Tenn.; KWHW Altus, Okla.; KSIG Crowley, La.; WJPA Washington, Pa.; WMVG Milledgeville, Ga.; WNAB Bridgeport, Conn.; WMOH Hamilton, Ohio; WMBH Joplin, Mo.; KFLW Klamath Falls, Ore.; WPAM Pottsville, Pa.; KGFF Shawnee, Okla.; KGIW Alamosa, Col.; KMHT Marshall, Tex.; WPAR Parkersburg, W. Va.; KGRH Fayetteville, Ark.; KMYC Marysville, Calif.; WWPB Miami, Fla.; KDNT Denton, Texas; KCTI Gonzales, Tex.; KAMD Camden, Ark.

Hearings Designated

Circle Bcstg. Corp., Hollywood, Fla.—Designated for hearing in Washington March 1, application for new station on 1260 kc 1 kw D.

Lawrence County Bcstg. Co., Lawrenceburg, Tenn.—Designated for hearing in Washington March 2, application for new station on 1230 kc 250 w unl.; made WBHP Huntsville, Ala., and WCMA Corinth, Miss., parties to proceeding.

WOOF Dothan, Ala.—Designated for hearing in Washington March 7, application to increase power from 1 kw to 5 kw, daytime on 560 kc; and granted petition of WQAM, Miami, Fla., to be made party to proceeding.

WLIN Merrill, Wis.—Granted CP to replace expired CP, authorizing change from 730 kc, 1 kw D to 550 kc, 1 kw-LS 500 w N, DA.

KGIL San Fernando, Calif.—Granted temporary exemption from program origination requirements for six months from Jan. 18.

KCBS San Jose, Calif.—Granted temporary exemption from program origination requirements for six months from Jan. 18.

WIBU Poynette, Wis., WWCF (FM) Baraboo, Wis.—Granted temporary exemption from program origination requirements for six months from Jan. 18.

WTNJ, WOAX, Inc., Trenton, N. J.—Upon request of WTNJ for hearing, suspended revocation order of Dec. 20, 1950, pending hearing on same, on Feb. 19, before a presiding Commissioner at Trenton.

Extensions Granted

WNBW Washington, D. C.—Granted extension STA to March 1, to operate WNBW (using experimental KG2XDE), for purpose of off-hour testing RCA color system.

Authority Granted

WPAT-FM Paterson, N. J.—Granted authority to remain silent 60-days to permit replacement ant. tower.

Petition Granted

WBZA-FM Boston, Mass.—Granted petition for waiver of rules, requiring WBZA-FM to originate majority of programs or two-thirds of non-network programs, whichever smaller, from Springfield studios, to Jan. 18, 1952.

KOKX-FM Keokuk, Ia.—Change ant. from 330 ft. to 360 ft.

WWJ-FM Detroit—Change TPO from 10 kw to 9.2 kw.

WKPT-FM Kingsport, Tenn.—Change ERP from 44 kw to 4.5 kw, ant. from 930 ft. to minus 85 ft.

WORX Madison, Ind.—To change ERP from 320 w to 350 w ant. from 220 ft. to 290 ft.

Extension Granted

WNBT New York City—Granted further extension STA to March 1, to operate WNBT (experimental KE2XJV), for purpose of off-hour testing RCA color system.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 19

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,235	2,205	116		267	139
FM stations	676	510	183	1*	10	6
TV stations	107	59	48		376	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

James H. Sligar, Wichita Falls, Tex.—Announced initial decision by Examiner Basil P. Cooper to deny application of James H. Sligar for new station at Wichita Falls, Tex., on 860 kc, 250 w day. Decision Jan. 12.

KID Idaho Falls, Ida.—Announced initial decision by Examiner Fanney N. Litvin to grant application of KID to change from 1350 kc, 5 kw day, 500 w night to 590 kc, 5 kw day, 1 kw night, directional. Previous initial decision of Feb. 6, 1950 was set aside. Decision Jan. 15.

WKMH Inc., Jackson, Mich.; WKNX Saginaw, Mich.—Announced initial decision by Examiner Jack P. Blume to grant application of WKMH Inc., new station at Jackson on 970 kc, 1 kw fulltime, DA-2 and to deny request of WKNX Saginaw to change from kc, 1 kw day to 970 kc 1 kw ful directional night. Decision Jan. 1

Erie Bcstg. Co., Buffalo, N. Y.—nounced initial decision by Exam J. D. Bond to grant application of Bcstg. Co. new station on 1230 kc, w fulltime at Buffalo. Decision Jan.

January 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Request for mod. CP AM station for extension of completion date: KUMO Columbia, Mo.; WKVM Arecibo, P. R.

Request mod. CP FM stations for extension of completion date: WJBY-FM Gadsden, Ala.; WAGA-FM Atlanta, Ga.

License for CP

WANS Anderson, S. C.—License to cover CP change hours operation etc.

AM—570 kc

CONR Inc., Alturas, Calif.—CP new AM station 570 kc 1 kw D. AMENDED to make changes in stockholders.

License Renewal

Request for license renewal AM stations: KROG Sonora, Calif.; WRNO Orangeburg, S. C.; WGNS Murfreesboro, Tenn.

Request for license renewal FM stations: KCRA-FM Sacramento, Calif.; WNEX-FM Macon, Ga.; WFJL Chicago; WTHI-FM Terre Haute, Ind.; WFMR New Bedford, Mass.; WJLB-FM Detroit, Mich.; WOR-FM, New York; KOTA-FM Rapid City, S. D.; KING-FM Seattle, Wash.; KRED Eureka, Calif.; KMYC-FM Marysville, Calif.; WHBF-FM Rock Island, Ill.; WLLH-FM Lowell, Mass.; WSNJ-FM Bridgeton, N. J.; WRNY-FM Rochester, N. Y.; WGFM Schenectady, N. Y.; KGPO Grants Pass, Ore.; WCAU-FM Philadelphia; WJAR-FM Providence, R. I.; WSAP-FM Portsmouth, Va.; WPDX-FM Clarksburg, W. Va.

AM—550 kc

WGGA Gainesville, Ga.—CP AM station change from 1240 kc 250 w to 590 kc 5 kw-D 1 kw-N DA-DN etc. AMENDED to change from 590 kc to 550 kc 5 kw-D 500 w-N DA-N etc.

AM—1370 kc

Great West Co., Cheyenne, Wyo.—CP new AM station 800 kc 500 w D. AMENDED to change from 800 kc to 1370 kc 1 kw D.

Modification of CP

WBJC Baltimore, Md.—Mod. CP which authorized new non-commercial FM station to change power from 10 w to 250 w etc.

Modification of CP

KSTP-FM St. Paul, Minn.—Mod. CP new FM station to change ERP from 57 kw to 5.82 kw etc.

CP to Replace CP

WGST-FM Atlanta, Ga.—CP to replace expired CP new FM station.

CP to Change ERP

WVCV Cherry Valley, N. Y.—CP FM station to change ERP from 1.4 kw to 5.52 kw etc.

WCVN DeRuyter Village, N. Y.—CP FM station to change ERP from 1.3 kw to 5.67 kw etc.

WVBT South Bristol Twp., N. Y.—CP FM station to change ERP from 1.3 kw to 5.55 kw etc.

WFNF Wethersfield, N. Y.—CP FM station to change ERP from 13 kw to 5.55 kw etc.

License for CP

WBCC-FM Bethesda, Md.—License to cover CP which authorized new FM station.

Non-Docket Actions . . .

AM GRANTS

KVAS Astoria, Ore.—Granted swi in facilities from 1050 kc, 250 w to 1230 kc, 250 w fulltime. Gra Jan. 17.

KOEL Oelwein, Ia.—Granted swi in facilities from 950 kc, 500 w to 950 kc, 500 w fulltime. Gra Jan. 17.

WLBJ Bowling Green, Ky.—Gran switch in facilities from 1410 kc, 1 k day to 1410 kc 5 kw day, 1 kw nig DA-2. Granted Jan. 17.

WLIN Merrill, Wis.—Granted swi in facilities from 730 kc, 1 kw day 550 kc, 1 kw day, 500 w night, dire tional. CP to replace expired C Granted Jan. 17.

TRANSFER GRANTS

KTBS Shreveport, La.—Granted acquisition of control in Radio Station KTBS Inc., by George D. Wray Sr. and E. Newton Wray through purchase of 162½ sh. or 25% stock held by Allen D. Morris for $100,000. Mr. Morris wishes to devote more time to other business interests. Transferees are previous stockholders. KTBS is assigned 10 kw day, 5 kw night on 710 kc directional. Granted Jan. 16.

WPBB Jackson, Ala.—Granted assignment of license from Jackson Bcstg. Co. to newly formed corporation Jackson Bcstg. Co. Inc., in which stockholders and interests remain same. Company desires advantages of corporate set-up. WPBB is assigned [illegible] kc, 1 kw day. Granted Jan. 16.

WXAL Demopolis, Ala.—Granted assignment of license of Demopolis Bcstg. Co., from partnership to newly formed corporation of same stockholders. Firm desires corporate form of organization. WXAL is assigned 250 w fulltime 1400 kc. Granted Jan. 16.

KNAF Fredericksburg, Tex.—Granted transfer of control in Gillespie Bcstg. Co., from Arthur Stehling to Mrs. Merle Moore. Mr. Stehling sells his 50% for $26,000. Mrs. Moore plans a active interest in operation of station; she is owner of oil properties. KNAF is assigned 250 w fulltime on 1340 kc. Granted Jan. 17.

KBKW Aberdeen, Wash.—Granted transfer of control in KBKW Inc., from Ben K. and Marian J. Weatherwa to Archie Taft Jr. for consideration of $47,885. Mr. Taft is 49% owner KRKO Everett, Wash. and assistant manager KOL Seattle, Wash. KBKW is assigned 1450 kc, 250 w fulltime. Granted Jan. 17.

New Applications . . .

AM APPLICATIONS

Birmingham, Ala.—Emory M. McElroy and Dorsey E. Newman d/b Voice of Birmingham, 1220 kc 1 kw day (contingent on WEDR Birmingham change in facilities). Estimated construction cost $14,500. Mr. McElroy, owner of motor car sales organization, ⅔ owner. Mr. Newman, student at Alabama Polytechnic Institute, Auburn, Ala., announcer at WVOK Birmingham and WAVD Auburn, ⅓ owner. Filed Jan. 17.

Salem, Ore.—W. Gordon Allen and John B. Truhan, 1120 kc 250 w day. Estimated construction cost $9500. Mr. Allen, sole owner KGAL Lebanon, Ore. since Aug., 1950, formerly with KSLM Salem, KYAK Yakima, Wash., and WGEZ Beloit, Wis., is 50% owner. Mr. Truhan, CAA engineer, Honolulu, 50% owner. Filed Jan. 17.

Pulaski, Tenn.—Richland Radio Inc., 1420 kc 1 kw fulltime, DA-N. Estimated construction cost $29,555. W. K. Jones, 50% owner, is partner in Cedar Grove Lime Co., Pulaski. 5% stockholders are J. H. Smith, owner PULASKI CITIZEN; J. K. Blackburn, bank teller; John Melby, clothing store partner; W. Williams, retired manager WKSR Pulaski; A. M. Ballentine, dentist; W. Sanderson, owner, Sanderson Bookkeeping Service; Jack L. Redding, sheriff of Giles County; L. E. Hewgley, owner of seed business, and Fred Flemming, partner, Cedar Grove Lime Co. Filed Jan. 18.

TV APPLICATION

Cedar Rapids, Iowa—American Broadcasting Stations Inc., Chan. (186-192 mc) ERP 21.1 kw vis., 10.5 kw aur., antenna 393 ft. above average terrain. Estimated construction cost $189,882.94. Company has no data from which to estimate operating costs and revenue. Applicant is owner of WM Cedar Rapids. Vice President William B. Dolph is partner in KJBS-AM-FM San Francisco. Filed Jan. 17.

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HOLLINGBERY
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New NAB Structure

(Continued from page 23)

the red and couldn't afford to pay high dues. Now the TV industry is moving rapidly into black ink and may be asked to carry a suitable share of the overhead.

Currently NAB is operating on roughly a $721,000 budget for the fiscal year ending March 31. Assuming member dues run at about the present level, NAB's budget may be trimmed to $550,000 for the next fiscal year to allow for separation of BAB as of April 1. This would provide roughly $180,000 for BAB in the ensuing 12 months.

Rapid expansion of the BAB operation is planned as a result of the NAB board's decision last summer to let the sales-promotion part of the association operate as a separate unit. The BAB budget will provide for the $36,000 salary to be paid Mr. Ryan.

Stations belonging to NAB have the option of belonging to BAB. If they elect not to join BAB they will be entitled to a 30% cut in their NAB dues.

Stations not members of NAB will be eligible to join BAB but a scale of dues has not been drafted. In addition, station representatives, networks, transcription firms and other related industry groups will be eligible to join BAB, with dues not yet established.

On the amount of income flowing into BAB from these new participants will depend the extent of the agency's growth. The board had in mind last summer a vastly enlarged sales-stimulating operation which eventually might have a million-dollar budget comparing favorably with the extensive promotion setups of competing advertising media.

Mr. Ryan has a three-year contract as BAB president. His salary goes up to $40,000 the second year and $50,000 the third. Since becoming NAB general manager last spring he has realigned the headquarters and committee structures.

NAB membership is holding its own despite a flurry of disqualifications at the yearend for failure to pay dues. Such separations are unusual at the end of the calendar year.

As of Jan. 15 NAB had just over 950 AM station members, about 380 FM members, 44 TV members, two networks (NBC, MBS) and about 70 associates. These estimates compare with a Nov. 1 total of 951 AM, 389 FM, 42 TV and 75 associates.

Planning for the April convention is in charge of a board committee headed by Eugene S. Thomas, WOR-TV New York. This year the Management and Engineering Conferences are to be held simultaneously, with several joint sessions likely.

TV Convention Plans

Into that picture must be fitted TV convention programming. With video stations demanding autonomy in NAB, the convention committee is expected to give them their share of the Chicago proceedings, perhaps including a day or two of separate conferences in addition to joint management discussions.

Already NAB is contacting associate members in preparation for the annual equipment exhibit held in connection with the convention. TV firms are understood to be showing more interest this year.

At least a dozen changes in composition of the present NAB board may develop before the April convention. The Florida session next week will be the last for 15 board members whose terms expire in April. Many of these members are eligible for re-election, however.

Nominating forms and lists of eligible nominees for at-large and odd-numbered district directors were mailed Jan. 10 by NAB. Those nominated will be notified Jan. 26. They have until Jan. 31 to decide if they will accept. Final ballots will be mailed Feb. 5, returnable Feb. 20, with election results to be certified Feb. 28.

Special election is slated in District 8 (Ind., Mich. in part) to pick a successor to George J. Higgins, WISH Indianapolis, who is moving to KMBC Kansas City.

Expiring Terms

District directors whose terms expire in April are: District 1, Paul W. Morency, WTIC Hartford; District 3, George D. Coleman, WGBI Scranton, Pa.; District 5, Allen M. Woodall, WDAK Columbus, Ga.; District 7, Gilmore N. Nunn, WLAP Lexington, Ky.; District 9, Charles C. Caley, WMBD Peoria; District 11, John F. Meagher, KYSM Mankato, Minn.; District 13, Clyde W. Rembert, KRLD Dallas; District 15, Glenn Shaw, KLX Oakland, Calif.; District 17, Harry R. Spence, KXRO Aberdeen, Wash.

H. Quenton Cox, KGW Portland, Ore., was elected at the District 17 meeting last fall to succeed Mr. Spence, ineligible for re-election. Mr. Cox takes office in April.

Messrs. Coleman, Nunn, Caley, Meagher and Rembert are ineligible to run for re-election in their districts, having served two consecutive terms. Mr. Woodall notified NAB he was not a candidate for re-election.

Directors-at-large whose terms expire in April are John H. Dewitt Jr., WSM Nashville; John Esau, KTUL Tulsa; Edgar Kobak, WTWA Thomson, Ga.; Ben Strouse, WWDC-FM Washington, and Mr. Thomas. All are eligible for reelection.

If the board is set up under new by-laws to accommodate television, the present two-director setup for TV will be changed.

With membership of the board again an active question because of the television situation the question of dividing the nation into fewer districts may come up again. A number of plans have been prepared in the last two years but no final action has been taken.

Before the board winds up its three-day meeting it will take up such questions as the pending plan to develop extensive material showing aural radio's impact on the public, as approved by many districts last fall following an attack on radio rates by Assn. of National Advertisers.

The board will review the whole headquarters situation, including detailed activities. It may go into the increasingly serious problems created by mail-order advertising (see story page 22), and the corollary proposal to set up an agency recognition bureau.

Still unfilled is the general counsel's post vacated by Don Petty. It may be considered along with staffing of other segments of the headquarters operation.

The future of Broadcast Advisory Council, set up last fall at board direction, is likely to be discussed by NAB's board. Technically the council can decide its own future, but this future looms uncertain at the moment following two meetings at which members were briefed by high government officials on the state of the emergency.

Some BAC members have indicated the council should frame a definite program of action. NAB President Justin Miller is to report in person to the White House on BAC activities, under council instructions.

WTNJ WRIA CASE

FCC Suspends Revocation

REVOCATION of the licenses of two stations—WTNJ Trenton, N.J., and WRIA Caguas, P.R.—was suspended by FCC last week upon request by the stations for formal hearing of the issues.

The WTNJ case was designated for hearing Feb. 19 at Trenton and the WRIA case March 5 in Caguas. Presiding Commissioners for each of the inquiries have not been named.

The Commission had ordered revocation of the WTNJ license on grounds of alleged transfer of control without approval [BROADCASTING • TELECASTING, Dec. 25, 1950]. The WRIA license was ordered revoked on grounds of alleged repeated violations of the Commission's engineering standards and rules and regulations. WTNJ is assigned 250 w daytime on 1300 kc, WRIA 250 w fulltime on 1450 kc.

VOICE TOURS

Scheduled for D.C. Studios

A SERIES of tours of Voice of America facilities in Washington has been opened by the Dept. of State. Although most of the VOA facilities are in New York, the Division of International Broadcasting has small studios in Washington in the Interior Dept. Bldg., located on E St. between 18th and 19th, N.W.

The tours are scheduled for the general public on Tuesdays, Thursdays and Fridays from 2:30 to 3:30 p.m. They will include inspection of the Washington studios, observation of a live broadcast, presentation of special recorded overseas broadcasts. Guests will have an opportunity to discuss policies and problems with VOA officers. Special tours also are to be arranged for Congressmen desiring them.

BUYS KFDA STOCK

Ballard Also to Manage

JOHN G. BALLARD, vice president-general manager and formerly national sales manager of the Nunn Stations, has purchased an interest in KFDA Amarillo, Tex., a Nunn property, and assumed management of the station. Amount of stock purchased and consideration were not disclosed. An ABC outlet, KFDA is assigned 5 kw day, 1 kw night directional, on 1440 kc.

Bill Fairley continues as station manager. No personnel changes are contemplated. KFDA has 20,000 shares outstanding, owned by J. Lindsay Nunn (6,708 shares) and Gilmore N. Nunn (11,792 shares individually and 1,500 as trustee). Before joining the Nunn organization, Mr. Ballard was general manager of KGNC Amarillo.

Mr. John G. Hoagland
Campbell Soup Company
Camden, New Jersey

Dear Johnny:

Shore do 'preshate thet fancy Campbell Soup necktie! Hit's th' talk uv WCHS, an' ever'one thinks hit's real purty! By th' way, Johnny, Charleston, West Virginny, is gonna be better'n ever fer Campbell Soup frum now on. Jest seen in th' papers whur marriages is way up in this here territory, and divorces is afallin' off fast. Yessir, fambly life is on th' increase in West Virginny's number one city, an' th' state's number one station'll see to it thet no one fergits Campbell Soup. Th' more homes there are, th' more soup folks'll eat, so this is mighty good terrytory fer folks like you!

IN
CHARLESTON
WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR

Yrs.
Algy

WCHS
Charleston, W. Va.

CENSORSHIP

MacArthur Defends Action

GEN. DOUGLAS MacARTHUR, defending himself against censorship complaints, said last Thursday that a mid-December conference of radio and press representatives "made it unequivocably clear that military censorship should be imposed."

His reference was to a Dec. 18 meeting of 12 newspaper, wire service, and radio representatives who included NAB's President Justin Miller, Government Relations Director Ralph W. Hardy, and Public Affairs Director Robert K. Richards [BROADCASTING • TELECASTING, Dec. 25, 1950].

Gen. MacArthur's statement was to *Editor & Publisher*, taking issue with a Jan. 13 editorial of the magazine discussing censorship in Korea. Gen. MacArthur claimed the editorial was "misinformed."

He said he had "tried to defend press freedom but strangely I found myself opposed on the issue by the press itself and finally yielded to its almost united demand that military censorship be imposed."

Gen. MacArthur said demands for censorship became so strong that he put the question up to the Dec. 18 conference in Washington, in which Defense Secretary George C. Marshall conferred with representatives of all media. The group responded with a message to Gen. MacArthur, and this was followed within 48 hours by imposition of security curbs in the Korean threatre. More stringent censorship orders, which aroused Tokyo correspondents came a fortnight ago [BROADCASTING • TELECASTING, Jan. 15].

Pat Griffith to WAC

PAT GRIFFITH, former director of the NAB Assn. of Women Broadcasters and later with WHO Des Moines, has joined the WAC with rank of captain. Miss Griffith served 3½ years in WAC during World War II.

RADIO executives, salesmen and program directors of the Ottaway Stations in Oneonta, N. Y., Stroudsburg, Pa., and Endicott-Binghamton, N. Y., met Jan. 12 to discuss the latest techniques in retail selling and radio advertising. Featured speaker for the all-day session at WENE Radio Center Endicott-Binghamton was Maurice B. Mitchell, vice president and general manager of the Associated Program Service and former BAB head. L to r: seated, Francis H. Brinkley, Ottaway stations managing director; Mr. Mitchell, and Byron E. French, vice president of the Empire Newspapers Radio Inc., WENE licensee; standing, Stephen W. Ryder, WENE station manager; Elton Hall, WVPO Stroudsburg station manager, and Walton Deming, WDOS Oneonta manager.

MBA SCHEDULES

Sales, Program Clinic

A TWO-DAY Program and Sales Clinic has been scheduled for members of the Mississippi Broadcasters Assn. who will meet in Jackson, Miss., Feb. 1-2. Bob McRaney, general manager of the Midsouth Network, Columbus, and chairman of the Program and Sales Clinic Committee announced meetings have been scheduled for discussing problems and latest developments in both the program and sales fields.

Maurice Mitchell, formerly head of BAB and now with Associated Program Service as vice president and general manager, will lead the Sales Clinic on Feb. 2. Henry P. Johnston, recently elected president of Broadcast Audience Measurement Inc., and owner of WSGN-AM-FM Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala., will be the principal speaker at the Sales Clinic luncheon.

The Program Clinic on Feb. 1 will feature Jack Flowers, editor of the Mississippi State College Extension Dept. and originator of the Mississippi State Farm Programs, as well as Mel Alpern, director of Mississippi State College radio department. Harry Leadingham, of the Associated Press in New Orleans, will lead a discussion of "Programming With News." Each of the stations attending the clinic is to present a successful program and sales idea which it has used.

ARKANSAS MEET

In Little Rock Feb. 4-6

"ARKANSAS and the NAB" will be the subject of an address by NAB's Director of Government Relations Ralph Hardy at the Arkansas Broadcasters Assn. annual winter meeting to be held in Little Rock Feb. 4-6.

Oliver Gramling, assistant to the general manager for radio for the Associated Press in New York, will speak to the group on "The News Services."

Other speakers are to include Jack Wolever, general manager of KTHS Hot Springs, who will address the group on "Free Time Policies;" Fred Stevenson, general manager, KGHR Fayetteville, on "Chicken of Tomorrow;" Maj. Carl Martin, civil defense director for the state of Arkansas, who will lead the group in discussion of "Radio's Role in Civil Defense," and a guest speaker yet to be announced.

WIBA
MADISON
WISCONSIN

NBC

1950

OCT.-NOV. SURVEY

	WIBA	B	C
AM	34.1	8.0	15.2
PM	38.3	12.3	13.6
NITE	42.4	8.9	9.6

From co-incidental survey conducted by Economic Research Agency for Madison.

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310 . . . ESTABLISHED 1925

SECOND TEST

N. J. Emergency Network

SECOND TEST of the New Jersey State Emergency Radio Network [BROADCASTING • TELECASTING, Dec. 18, 1950] took place Jan. 11 11:55 a.m.-12 noon, and utilized for the first time New Jersey's only TV station, WATV(TV) Newark as audio-originator. WATV went on the air at 11:45 a.m. with a discussion by Leonard Dreyfus, state director of civil defense, about the network's uses in time of emergency.

Thirty seconds before the 11:55 a.m. mark, each of the 23 AM and FM stations in the network received a number of short warning "beeps," and at the five minute signal, all stations picked up the emergency broadcast. The time was devoted to an explanation of the defense program, but in case of real emergency will be used for supplementary instructions by state authorities to all citizens.

At noon, arrangements were made for all cities to test their siren warnings and other civil defense facilities. Two New Jersey cities, Camden and New Brunswick simulated an enemy bombing attack, and WCTC New Brunswick featured an "on the scene" broadcast of the services rendered by ambulances, hospitals, Red Cross, police and other defense groups at work.

Future tests have not been scheduled as yet, and, according to one station official, will probably not be announced beforehand in order to present a more realistic and effective test.

Sues NBC, Sally Rand

$2 MILLION damage suit was brought against Dancer Sally Rand and NBC in Chicago's Federal District Court Wednesday by Al Wagner, head of Cavalcade of Amusements, an outdoor show. Mr. Wagner charges that Miss Rand, in private life Mrs. Harry Finkelstein, damaged him by a remark made on *The Chez Show*, local broadcast from the Chez Paree night club on WMAQ, NBC O and O station in Chicago. Miss Rand reportedly made the remarks during an interview Dec. 3, saying Mr. Wagner owed her $23,000.

SONG, "Love That Hadacol," recorded by Mercury Records, is being featured throughout country by disc jockeys and juke box operators.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

JACKSON OUTLET

Proposed Grant to WKMH Inc.

NEW AM station at Jackson, Mich., on 970 kc with 1 kw fulltime, directional, was proposed to be granted last week to WKMH Inc., licensee of WKMH-AM-FM Dearborn, in an initial decision by FCC Hearing Examiner Jack P. Blume.

The ruling would deny the competitive bid of WKNX Saginaw, Mich., to change from 1 kw daytime on 1210 kc to 1 kw fulltime on 970 kc, directional at night.

The examiner found that both proposals would violate provisions of the Commission's engineering standards and suffer some mutual interference with certain other stations. However, in the case of the Jackson bid, he ruled the need for an additional local facility justified the technical deviations. The examiner also found that some overlap of the Jackson station with WKMH would not violate the Commission's duopoly rule, Sec. 3.35, since the overlap area receives multiple other services.

BUTCHER NAMED

As CD Audio Visual Head

Mr. Butcher

JESSE BUTCHER, former network and agency radio executive, last week was named head of Audio Visual Section (which includes radio, television and films) of the newly created Federal Civil Defense Administration.

Mr. Butcher, who served in executive public relations capacities with both NBC and CBS, was radio director of the USO-National War Fund during World War II.

Offices of the Civil Defense are in the newly completed Cafritz Bldg. Washington.

AAAA Examinations

ANNOUNCEMENT of the fifth annual AAAA advertising examinations in 19, or possibly 23 cities throughout the United States on Feb. 17 and 24 was made last week in New York by Sydney H. Giellerup, partner in Marschalk & Pratt Co., and chairman of the committee on the examinations. Regional committees of the AAAA councils and chapters will administer the examinations.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to
Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

KAUFMANN'S NEWSCASTS

Department Store Marks 17 Years on WJAS

Beckley Smith begins his 17th year of Breaking the News for Kaufmann's Department Store over WJAS Pittsburgh.

ONE of the first department store-sponsored newscasts in the country, *Kaufmann's Breaks the News*, heard at 12:30 p.m. over WJAS Pittsburgh, celebrated its 17th anniversary Jan. 1. All through the years, since the show started in 1934, it has had the same sponsor, Kaufmann's Department Store; the same newscaster, Beckley Smith, and the same time and station, a half-hour past noon on CBS' Pittsburgh outlet, WJAS.

Beckley Smith's policy of sticking to the facts, without comment or attempted analysis, is cited as a big factor in his continued popularity with the "Steel City's" audience, a popularity which many surveys have shown to be greater than that of any other newscaster, local or national, the station reports.

Mr. Smith points out that there has never been any scarcity of facts to be reported. Since his first broadcast on Jan. 1, 1934, there has been a war to report. Then it was Italy's drive into Ethiopia and all the swift-moving events leading up to World War II. Now, of course, it is Korea and the many other facets of the precarious world situation.

Another strict program policy, which has been broken only once, is a "no guest" rule. H. V. Kaltenborn was the only exception. He appeared on the show during a visit to Pittsburgh.

Kaufmann's regards its daily newscast as a fundamental part of its advertising plans and has a special script writer who concentrates on the program's commercials. The script writer searches for merchandise most suitable for air presentation and writes all commercials as nearly as possible in Mr. Smith's individual broadcasting style. Merchandise promoted is often tied in with the news of the day.

No appeal is made to any special income bracket or economic level, and commercials are directed at both men and women. Commercials on the program are limited to two one-minute announcements, which may be cut to one-minute of advertising or eliminated entirely if the news is especially serious.

Radio's vital advertising role in Pittsburgh will continue to be underlined by Kaufmann's and WJAS, who have already made "It's Kaufmann's for Everything Under the Sun" a by-word among the city's thousands of radio listeners.

WOV PROMOTION

Film Presentation Announced

"WOV's Three Million People," a new animated film promotion presentation to be shown to agency executives and advertisers in New York, Chicago, Detroit, Cleveland and Minneapolis-St. Paul, has been announced by WOV New York. The sound film covers WOV's programming in English and Italian and presents many sales success stories.

The station will show the film at luncheon meetings throughout the New York metropolitan area. John E. Pearson Co., WOV's representative, will handle the out-of-town showings. First presentation of the film will be in Chicago Jan. 23. WOV Manager Ralph Weil and Sales Manager Herb Schorr will be in Chicago to act as hosts at the luncheon.

Name Warwick & Legler

L. A. BREWING Co., Los Angeles (Eastside Beer), has named Warwick & Legler there to handle its advertising. The account, for 13 years handled by Lockwood-Shackelford Adv., Los Angeles, exceeds $1 million annually. Half of this is reported spent in radio and TV. C. E. Staudinger, W&L account executive in New York on the Pabst account, transfers to the West Coast to handle Eastside. Six other agencies were reported bidding for the account.

VICTOR ALBUMS

'Treasury' Promotion Set

RCA Victor Feb. 5 launches a two-week promotion and advertising campaign for its new "Treasury of Immortal Performances" record album series. Special programs written around the records in the Treasury series will be presented for two weeks nightly on more than 250 stations on the *Music You Want* show.

In addition RCA Victor has suggested that record dealers promote the series on their own local radio shows and in other advertising.

Disc jockeys, long haired and popular, will be sent the album free of charge to help promote it.

The series, recorded on both 33⅓ and 45 RPM, is composed of 12 classical and six popular albums containing performances by the greatest vocalists and instrumentalists of the age. Performances are by such stars as Caruso, Galli-Curci, Benny Goodman, Russ Columbo, Glenn Miller, etc. The series has been selected from thousands of original masters.

Dolcin Sues

"WE SHALL not modify our conservatively-worded advertising except to do even more of it than in the past," Victor van der Linde, president of Dolcin Corp., said in a statement announcing a libel suit against *Reader's Digest*. The latter magazine has been served by Dolcin Corp. with a summons in a $2,500,000 libel suit as a result of an article entitled "Those Million-Dollar Aspirins" which appeared in the January 1951 issue.

BMI's 15th Clinic

BMI's 15th program clinic opens a two-day session today (Monday) in Radio City, New York, with an all-time high in attendance expected. More than 100 station executives, representing thirty states and Canada, are enrolled. Executives of BMI, stations and agencies will lead in the discussion of various aspects of program-building.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer

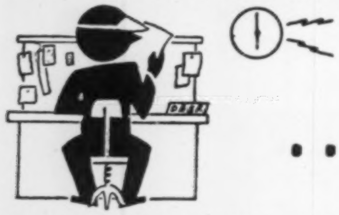
IF YOU'VE GOT THE MONEY

On Records: Jo Stafford—Col. 39065; June Hutton—Dec. 27329; Joan Shaw—MGM 10866; Kenny Roberts—Coral 64064; Ernie Lee—Mer. 6289; Dusty Fletcher—National 9142; Wayne Raney—King 914; Mervin Shiner—Dec. 46274.

On Transcription: Chuck Foster—Langworth; Eddy Howard—World.

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.



...at deadline

NBC SPAC COMMITTEE TO HOLD FEB. 14-15 MEETING

FIRST meeting of newly-elected NBC Stations Planning & Advisory Committee for radio and TV networks scheduled Feb. 14-15 in New York, Carleton D. Smith, station relations vice president, announced Friday.

Radio affiliate representatives on committee include C. Robert Thompson, general manager of WBEN Buffalo; B. T. Whitmire, general manager of WFBC Greenville, S.C.; Milton L. Greenebaum, president and general manager of WSAM Saginaw, Mich.; Howard E. Pill, president of WSFA Montgomery, Ala.; Ralph Evans, executive vice president of Central Broadcasting Co., representing WHO Des Moines and WOC Davenport, Iowa; Jack Harris, general manager of KPRC Houston; S. S. Fox, president of KDYL Salt Lake City; Richard O. Dunning, president and general manager of KHQ Spokane.

TV affiliate representatives include Martin Campbell, general manager of WFAA-TV Dallas, representing non-interconnected TV network; E. R. Vadeboncoeur, vice president and general manager of WSYR-TV Syracuse, N.Y.; John T. Murphy, TV director for Crosley Broadcasting Corp.; Dean Fitzer, general manager of WDAF-TV Kansas City.

AT&T RATE INQUIRY STARTED BY FCC

INVESTIGATION of AT&T rates for interstate and foreign communications services instituted by FCC Friday, with initial hearings to start April 16. AT&T and 22 associated Bell System companies were given till March 23 to show (1) why present rates should not be held "unjust and unreasonable," and (2) why interim reduction should not be ordered pending completion of probe.

With investigation directed primarily at message toll telephone rates, authorities expected it to have little effect on rates for program lines and other services for radio and TV. Even if probe brings rate reductions, authorities said, principal benefits would be in long-distance message charges. It was also noted that rates for intercity TV service already are in hearing, and that that proceeding was not consolidated in general hearing.

BILL DEMANDS FOOTBALL TV

BILL to compel U. of Washington to award football television rights to highest bidder introduced in Washington State Legislature by Reps. Ed Henry and Jeannette Testu, Seattle Democrats. Pacific Coast Conference recently placed ban on telecasts.

PRATT ELECTED BY R&R

K. S. PRATT, account executive for Dodge cars, Ruthrauff & Ryan, Detroit, elected vice president of agency.

YOUNG ON PROGRESSIVE

JAMES R. YOUNG, correspondent and author, will be featured news analyst of PBS, 5:45-6 p.m., Sunday, beginning Jan. 21.

NAB-TV Voted

(Continued from page 4)

Mr. Swezey; Harold Hough, WBAP-TV Fort Worth; Mr. Thomas; Clair R. McCollough, WGAL-TV Lancaster; George B. Storer, Fort Industry; Campbell Arnoux, WTAR-TV Norfolk; Harry Bannister, WWJ-TV Detroit.

Four network representatives on committee were to be named by their organizations. Likely to be named automatic network representatives were Frank Russell, NBC Washington vicé president, and C. J. Witting, of WABD (TV) New York, for DuMont.

Whether CBS and ABC, non-NAB members, would join NAB-TV had not been determined at press time Friday. Should these networks enroll, it was expected their Washington vice presidents would be assigned directorships. They are Robert H. Hinckley, ABC, and Earl Gammons, CBS.

Lawrence W. Lowman, CBS vice president and general executive, said that decision will be made after consulting Columbia Affiliates Advisory Board. Joseph A. McDonald, ABC vice president, secretary and general attorney, declared that ABC course will be considered by ABC board in New York.

Voting was begun after Messrs. Rogers and McCollough had collaborated on motion that directors on TV board who represent TV stations should bear same ratio to total number of members of TV board that TV-only stations bear to total number of TV stations who are members of new organization, but in no case less than two members.

Thus, meeting resolved that there should be minimum of three board members representing exclusively TV station licensees including automatic membership of DuMont.

Late registrations (see advance list page 23) follow:

Lewis Avery, Avery-Knodel, New York; Harry Bannister, WWJ-TV Detroit; Herbert Bloomberg, DuMont TV, New York; John J. Boyle, WJAR-TV Providence; Mrs. A. Scott Bullitt, KING-TV Seattle; Don Campbell, WBRC-TV Birmingham; Ken Carter, WAAM-TV Baltimore; Edward R. Carroll, DuMont TV, New York; Walter Compton, WTTG Washington; Norman Dreschler, DuMont TV, New York; Walter Duncan, Paul H. Raymer Co., New York; Walter Emerson, WENR-TV Chicago; E. Y. Flanigan, WSPD-TV Toledo; John Harrington, Harrington, Righter & Parsons, New York; Carl Haverlin, BMI, New York; George Hollingbery, George Hollingbery Co., Chicago; Dick Hooper, RCA, Camden; Peter B. James, Weed & Co., New York; Robert Jamieson, DuMont TV, New York; Richard E. Jones, WJBK-TV Detroit.

Sidney Kaye, BMI, New York; Edgar Kobak, New York; Howard Lane, WJJD Chicago; Horace Lohnes, Dow, Lohnes & Albertson, Washington; Larry Lowman, CBS, New York; Joseph McConnell, NBC, New York; Edward McCrossin, DuMont TV, New York; William McNally, WTCN-TV Minneapolis; Paul A. O'Bryan, Dow, Lohnes & Albertson, Washington; William B. Quarton, WMT Cedar Rapids; Paul Raibourn, KTLA Los Angeles; J. D. Rankin, KMTV Omaha; William Reilly, Adam J. Young Co., Chicago; Marshall Rosene, WSAZ-TV Huntington, W. Va.; George Shupert, Paramount TV Productions, New York; Carleton D. Smith, NBC, New York; Stuart Sprague, New York; Burt Squire, BMI, Chicago; Sarkes Tarzian, WTTV Bloomington; James Tharpe, DuMont TV, New York; Fred Wagenvoord, KCRG Cedar, Rapids; Maurice Wetzel, Musicolor Inc., Chicago.

WEATHER STYMIE

PLAN of Frank Stanton, CBS president, to be present at the special Friday demonstration of color TV for the NAB-TV delegates was stymied by weather, as fog forced Chicago-bound plane on to Omaha, Neb. There CBS president headed back to Chicago via bus.

Closed Circuit

(Continued from page 4)

and not likely to be broken down by states cities. Complete radio-TV data due in summer but that timing now appears doubtful.

CAPITAL housing note: Radio-Television Mfrs. Assn., needing space when new president is elected next month, looking hopefully ample square footage in NAB's headquarters building. RTMA also scanning town house situation to see if own building could be acquired.

PACE AT WHICH defense effort is proceeding with concomitant cutbacks or freezing strategic materials, may mean that before long FCC will become phantom agency insofar as normal regulatory operations are concerned. New applications are down to mere trickle.

RE FCC work load, part of it probably will be absorbed through call to colors of many reservists in both legal and engineering bureaus. Conversion of FCC staff to defense activities now is in feverish process to hold personnel line.

MAIL-POUCH Tobacco, Wheeling, longtime radio user, planning extensive campaign within month throughout Midwest, using both radio and TV spots.

WHITE HOUSE action in cancelling Radio Correspondents Assn. banquet, scheduled for Feb. 3, has caused some consternation. Reason cited was that President didn't want to discriminate against press and photographers' groups, which previously cancelled their annual events presumably because of conditions and high talent costs. Radio, however, was all set and some members feel discrimination runs other way. In any event, there will probably be function later, maybe without Chief Executive.

DOHERTY, Clifford & Shenfield will be named to take over Borden's instant coffee account resigned Friday by Kenyon & Eckhardt, New York. Firm is currently sponsoring Peter Lind Hayes on NBC-TV.

APPEAL SOUGHT IN RULING COVERING RADIO LIBEL

PETITION for rehearing of U. S. District Court judgment in case of Westinghouse Radio Stations Inc. (KYW), WCAU and WFIL Philadelphia, covering radio libel liability, filed Friday with U. S. Court of Appeals, Third Circuit.

District court had ruled Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates [BROADCASTING • TELECASTING Dec. 25, 1950]. It had reversed district court decision which dismissed three $50,000 libel suits against Philadelphia stations.

KHON ASKS FREEZE LIFT

KHON Honolulu petitioned FCC Friday to lift TV freeze in Hawaii, saying separations between four principal Hawaiian cities will permit assignments under either existing or proposed channel allocations plan, or under new plan if new one is issued. KHON will apply for TV shortly, according to petition filed by Washington law firm of Dow, Lohnes & Albertson.

ROBERT JONES TO AGENCY

ROBERT H. JONES, head of his own marketing specialists firm, to Marschalk & Pratt, New York, in contact capacity on Esso Standard Oil Co. account.

To a
Sunset Boulevard Time Buyer
who commutes
on the Super-Chief

If you think of Iowa only as a place to pass thru or by or over on the way East, please consider this: The Super-Chief doesn't disclose it, but no town in Iowa is more than 12.8 miles from a railroad; only 3 states have more railway mileage. Thru highways don't show it, but there's a surfaced road to every incorporated town in Iowa. In per cent of farms with autos, Iowa leads the nation. *The means exist for Iowans to reach markets —and Iowa's $4 billion annual income constitutes a market worth reaching.*

Contrary to Hollywood gag-writers, all Iowans are not in California. Furthermore, those who stay home take off their shoes before going to sleep. Their little women order furniture moved around, make scenes about cigarette ashes, buy mink coats, chew gum, and read books. *Iowans also display their normality by listening to the radio, with 97.1% of the families owning one or more radios.*

Besides transcontinental airplanes, Iowa air contains WMT's strong signal. In WMTland 600 kc means music hall, stage, and news. Information and entertainment pour up WMT's masts and come out in the minds of more than a million listeners. When you buy time on WMT, your client's advertising reaches responsive customers to whom the station is an important part of normal living.

The Katz Agency man will provide full data upon request.

5000 WATTS, 600 KC

DAY AND NIGHT

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK